

The Tao Of Twitter: Changing Your Life And Business 140 Characters At A Time - Mark Schaefer

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Hundreds of proven ways to increase influence by gathering an army of followers on TwitterThe Tao of Twitter offers strategies, tactics, and time-savers for driving measurable marketing benefits on any Twitter account. Youll get hundreds of tips, examples, and easy-to-follow instructions that will help you increase influence, get new followers, and boost overall profitability.Mark Schaefer, director of Schaefer Marketing Solutions, has received seven international patents for new product ideas with Fortune 100 companies. He teaches at Pellissippi State College in Knoxville and serves as an adjunct professor of marketing at Rutgers University.Author: Schaefer, Mark Publisher: McGraw-Hill Illustration: N Language: ENG Title: The Tao of Twitter: Changing Your Life and Business 140 Characters at a Time Pages: 00112 (Encrypted EPUB) / 00112 (Encrypted PDF) On Sale: 2012-07-23 SKU-13/ISBN: 9780071802192 Category: Business & Economics : E-Commerce - Internet Marketing

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