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—Guy Kawasaki, cofounder of Alltop.com

the social media marketing book



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the social media marketing book

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"If I could be any other person for a day, it would be Dan Zarrella. Either him or Brad Pitt. But Dan's smarter. This book is why I say that."

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"This book demonstrates a beginning to the endless possibilities of the social web."

—Brian Solis, publisher of leading marketing blog **PR 2.0**

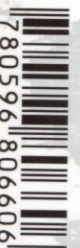
The Social Media Marketing Book guides you through the maze of communities, platforms, and social media tools so you can decide which ones to use, and how to use them most effectively. With an objective approach and clear, straightforward language, Dan Zarrella, aka "The Social Media & Marketing Scientist," shows you how to plan and implement campaigns intelligently, and then measure results and track return on investment. Whether you're a seasoned pro or new to the social web, this book will take you beyond the jargon to social media marketing mastery.

- **Make sense of this complicated environment with the help of screenshots, graphs, and visual explanations**
- **Understand the history and culture of each social media type, including features, functionality, and protocols**
- **Get clear-cut explanations of the methods you need to trigger viral marketing successes**
- **Choose the technologies and marketing tactics most relevant to your campaign goals**
- **Learn how to set specific goals for your campaigns and evaluate them according to key performance indicators**

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The Social Media Marketing Book--New from O'Reilly Mastering Today's Marketing Tools

Sebastopol, CA--Are you looking to take advantage of social media for your business or organization? With easy-to-understand introductions to blogging, forums, opinion and review sites, and social networks such as Twitter, Facebook, and LinkedIn, this book will help you choose the best--and avoid the worst--of the social web's unique marketing opportunities.

"The Social Media Marketing Book" (O'Reilly, US \$19.99) guides you through the maze of communities, platforms, and social media tools so you can decide which ones to use, and how to use them most effectively. With an objective approach and clear, straightforward language, Dan Zarrella, aka "The Social Media & Marketing Scientist," shows you how to plan and implement campaigns intelligently, and then measure results and track return on investment.

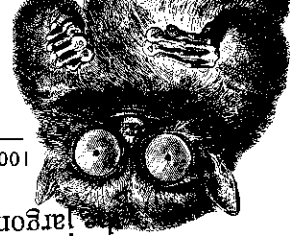
"There is a lack of practical, tactical advice on marketing bookshelves concerning social media," says Zarrella (@DanZarrella). Rather than talk about just 'engaging in the conversation' I wanted to give readers a hands-on introduction to the social web and what it can do to impact their business's bottom line."

He continues: "Young people today are spending enormous amounts of time on social networks and in the changing world of marketing their status as digital natives can make them valuable assets to businesses. This book can be the first step for turning social networking addiction into a marketable skill."

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Advance Praise
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Dan Zarrella has written extensively about the science of viral marketing, memes and social media on his own blog (danzarrella.com) and for a variety of popular industry blogs. He currently works as a marketing product owner at HubSpot.

Additional Resources:

For more information about the book, including table of contents, index, author bios, and cover graphic, see: <http://www.oreilly.com/catalog/9780596806606>

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Dan Zarrella

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