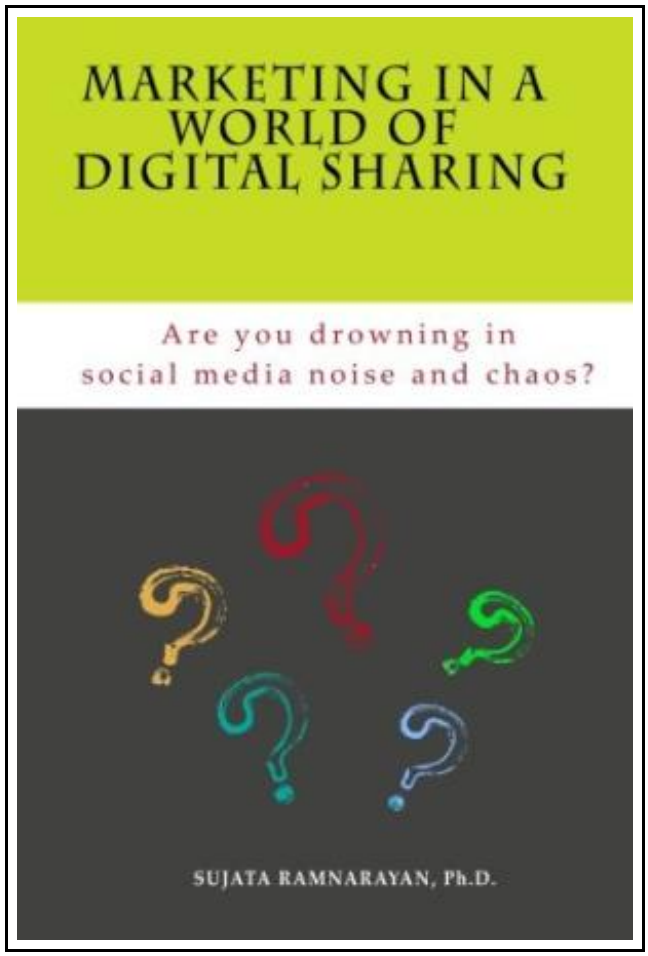
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Mars Publishing, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Publishers Weekly says Ramnarayan provides a detailed, contemporary primer that illuminates the promise and peril of the brave new world of social media. Ramnarayan herself acknowledges that social media is no panacea-her crisp presentation, with chapter summaries to highlight the main pointers, confirms that companies that choose not to listen to customers stand to lose ground to competitors who do. WHAT OTHERS ARE SAYING ABOUT THE BOOK Sujata Ramnarayan s excellent book does several things that I have not seen in other treatments of this subject. She takes a reasoned perspective on a topic that is often full of hyperbole. The book is filled with advice for the marketer that is both practical and strategic. It helps the marketer to leverage social media where it can best impact business performance. I highly recommend the book. - Gordon Wyner, Editor-In-Chief, Marketing Management This practical guide to social media marketing cuts through the noise with clear advice on how to turn strategy into practice. With the help of effective charts and analysis, the reader can gain real insight into social media s influence in corporate marketing. By showing how building quality content in social media is no longer an option for corporations, this is also a lesson in building a brand by listening to your customers. - Rajesh Subramaniam, SVP, Global Marketing and Customer Experience, FedEx Services Owned social media presence is critical to generating earned media, which is where the growing value and rewards come in for social media marketing. This important book will help you to understand these concepts and reality to better evaluate, plan, and execute your social media marketing efforts. - Devin Redmond, CEO and Co-Founder,...

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