



Twitter Means Business: How Microblogging Can Help or Hurt Your Company (Paperback)

By Julio Ojeda-Zapata

HAPPY ABOUT, United States, 2008. Paperback. Book Condition: New. New.. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Millions of Internet users have fallen in love with the Twitter microblogging service, which lets them swap brief text tweets. Now companies are embracing the service to engage customers, promote products and monitor what is being said about their brands. Given the passion and high profiles of Twitterverse denizens, the service has evolved into a vital early-warning system for businesses seeking to stave off criticism, and as a way to build better relationships with customers. That is why companies need to know Twitter. Embracing it can help a business thrive; ignoring the service could well hurt it. For companies unfamiliar with Twitter, this book serves as a field guide. They will get a Twitterverse tour, and learn about the dozens of firms big and small that have harnessed Twitter as a powerful, flexible business tool. The bottom line: Twitter means business.

DOWNLOAD



READ ONLINE
[7.25 MB]

Reviews

This book may be worth purchasing. I was able to comprehend every thing using this published e publication. I am happy to let you know that this is the very best ebook i have got read inside my very own daily life and could be he finest ebook for actually.

-- **Rhoda Durgan PhD**

A must buy book if you need to adding benefit. it absolutely was writtern very properly and valuable. I found out this book from my i and dad advised this ebook to find out.

-- **Amanda Larkin**