The Social Executive. How to Master Social Media and Why its Good for Business

Description: Social media is no longer the domain of playful conversations about everyday life. It’s where real business is accomplished daily.

Building and maintaining networks has always been an important part of business. While networking for managers may still involve face-to-face relationships, today’s strategy includes social media because of its global reach, focus and efficiency. The Social Executive explains why social media is an essential professional investment, and how to get moving on building your own professional platform online.

This book shows you how to:
- nurture the right relationships online
- formulate a strategy that will give you a constant global social media presence
- share ideas and information online with key colleagues and clients
- grow your online influence while maintaining a busy schedule
- use key social media platforms including LinkedIn, Twitter and Google+
- increase your visibility, showcase your reputation, and find new business.

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