



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

By Dionne Kasian-lew

John Wiley Sons Australia Ltd, Australia, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book. Social media is not about social media. It s about leadership and connections. Billions of conversations are taking place in social networks every day. But for busy executives and business owners, time constraints make it hard to dedicate time to demystifying these communication opportunities. In The Social Executive, readers are given evidence-based, data-driven strategies for mastering social media, and using it to enable business success. This book s easy, straightforward, practical style ensures that you will gain a solid working platform in the shortest amount of time possible. The focus is on the reasons why social media is important for executives, and how it aligns perfectly with business strategies. The Social Executive is for analogue people who know they need to be digital but need a guiding hand - the book is a safety net - it s saying - we will guide you there - we will tell you why - we will tell you how - let us help you to remain relevant and become more influential - it s about human communication. It gives the tips...



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