



Marketing in a World of Digital Sharing: Are You Drowning in Social Media Noise and Chaos? (Paperback)

By Sujata Ramnarayan Ph D

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...



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Reviews

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