



Social Media Leadership: How to Get Off the Bench and Into the Game (Paperback)

By Michael F Lewis

Leigh Walker Books, United States, 2011. Paperback. Book Condition: New. 200 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.Social Media Leadership is a practical guide for executives and managers who are ready to take their own company's social media strategy from idea to action. Innovator and serial entrepreneur Michael F. Lewis provides a concise, jargon-free explanation of the global phenomena that is transforming the way we do business. Lewis shares his own lessons learned as well as the best practices and examples of those who are successfully using social media to build their businesses and their brands. Packed with usable tips and actionable advice on subjects like customer service, reputation management, group buying, online community building, policy and governance, and many more, Social Media Leadership will inform you, inspire you, and leave you eager to get into the game. Read what others are saying about Social Media Leadership: When a serial entrepreneur with a \$100-million-dollar company gives first-hand social media insights, I listen. - Erik Qualman, Author of Socialnomics This book is a comprehensive look at the current trends in social media. Mike has done a good job of demonstrating the correct ways...



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Reviews

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