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# Social Media Strategy: A Step-by-Step Guide to Building Your Social Business 

Kamales Lardi, Rainer Fuchs

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#### Abstract

Social Media Strategy: A Step-by-Step Guide to Building Your Social Business Kamales Lardi, Rainer Fuchs The Social Media Strategy Framework presented in this book offers a unique and comprehensive end-to-end approach. It takes a company from the point of understanding the value of social media for business to the point of implementing a solution that meets ist business needs.


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