



Social Media Wissen von O'Reilly - Ein Sampler aus sechs O'Reilly-Basics (German Edition)

Marie-Christine Schindler, Tapio Liller, Thomas Schwenke, Tamar Weinberg, Corina Pahrman, Wibke Ladwig, Andreas H. Bock, Malina Kruse-Wiegand, Annika Busse, Cai-Nicolas Ziegler, Julian Lambertin

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Wer sich professionell mit Social Media beschäftigt, muss eine Menge wissen, zum Beispiel: Wie finde ich meine Zielgruppen im Social Web und wie gelingt ein lebendiger Austausch mit ihnen? Welche rechtlichen Stolpersteine gilt es zu beachten? Wie messe ich meine Erfolge? Fragen wie diese beantworten Ihnen die Bücher unseres Social-Media-Programms. In diesem Sampler stellen wir Ihnen Kapitel aus sechs erfolgreichen Social-Media-Titeln kostenlos zur Verfügung. Wir wünschen Ihnen viel Freude und Inspiration beim Lesen!

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