



Das Twitter-Buch (German Edition)

Tim O'Reilly, Sarah Milstein, Corina Pahrman, Volker Bombien, Nathalie Pelz

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Twitter ist als Plattform zum Austausch privater Nachrichten groß geworden, doch die letzten Jahre haben gezeigt, dass der Microblogging-Dienst noch ganz andere Stärken hat: Immer wieder gibt es weltpolitische Ereignisse, die zunächst auf Twitter vermeldet werden, und auch Trends lassen sich hier gut beobachten. Darüber hinaus kommt Twitter häufig in beruflichen Zusammenhängen zum Einsatz – sei es zum direkten Austausch mit Kunden oder als PR-Instrument in der Unternehmenskommunikation.

Auch wenn die Bedienung von Twitter an sich sehr einfach ist, braucht es einige Erfahrung, um die zahlreichen Facetten der Plattform zu entdecken. Dieses Buch begleitet Sie bei den ersten Schritten und macht Sie mit dem Twitter-typischen Jargon vertraut. Erfahren Sie, wie Sie sich mit anderen Twitterern vernetzen und die Plattform für Recherchezwecke nutzen. Auch die Nutzung von Twitter im Unternehmen und das Zusammenspiel mit Facebook und einem Blog werden behandelt.

Die Autoren Tim O'Reilly und Sarah Milstein sind bekennende Twitter-Fans und geben in diesem Buch wertvolle Einblicke in ihre Erfahrungen mit der Plattform. Die zweite, deutsche Auflage wurde von den Twitter-Liebhabern Volker Bombien, Corina Pahrman und Nathalie Pelz überarbeitet und um wichtige deutschsprachige Sites und Informationen zum mobilen Twittern ergänzt.

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