

Secrets Of Social Media Marketing: How To Use Online Conversations And Customer Communities To Turbo-Charge Your Business! By Paul Gillin

By Paul Gillin

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Jay Baer is a hype-free social media and content strategist & speaker, and author of Youtility: Why Smart Marketing is About Help not Hype. Jay is the founder of <http://www.youtility.com>

Secrets of Social Media Marketing is a handbook for marketers and business owners to use in deciding how to employ the new social media for online marketing.

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