

The Art Of Social Media: Power Tips For Power Users By Guy Kawasaki;Peg Fitzpatrick

By Guy Kawasaki;Peg Fitzpatrick

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Peg Fitzpatrick is the co-author of The Art of Social Media with Guy Kawasaki. She is an expert in the tactics of using social-media as a marketing platform.

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Nov 25, 2014 Guy Kawasaki is an evangelist. The Art of Social Media: Power Tips for Power Users, with Peg Fitzpatrick, a social media strategist.

Written as a guide for power social media users, The Art of Social Media by Peg Fitzpatrick and Guy Kawasaki is hoping to help the world get more social!