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## THE NEW COMMUNITY RULES: MARKETING ON THE SOCIAL WEB



O'Reilly Media, Inc, USA. Paperback. Book Condition: new. BRAND NEW, The New Community Rules: Marketing on the Social Web, Tamar Weinberg, Blogs, networking sites, and other examples of the social web provide businesses with a largely untapped marketing channel for products and services. But how do you take advantage of them? With "The New Community Rules", you'll understand how social web technologies work, and learn the most practical and effective ways to reach people who frequent these sites. Written by...

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- Authored by Tamar Weinberg
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