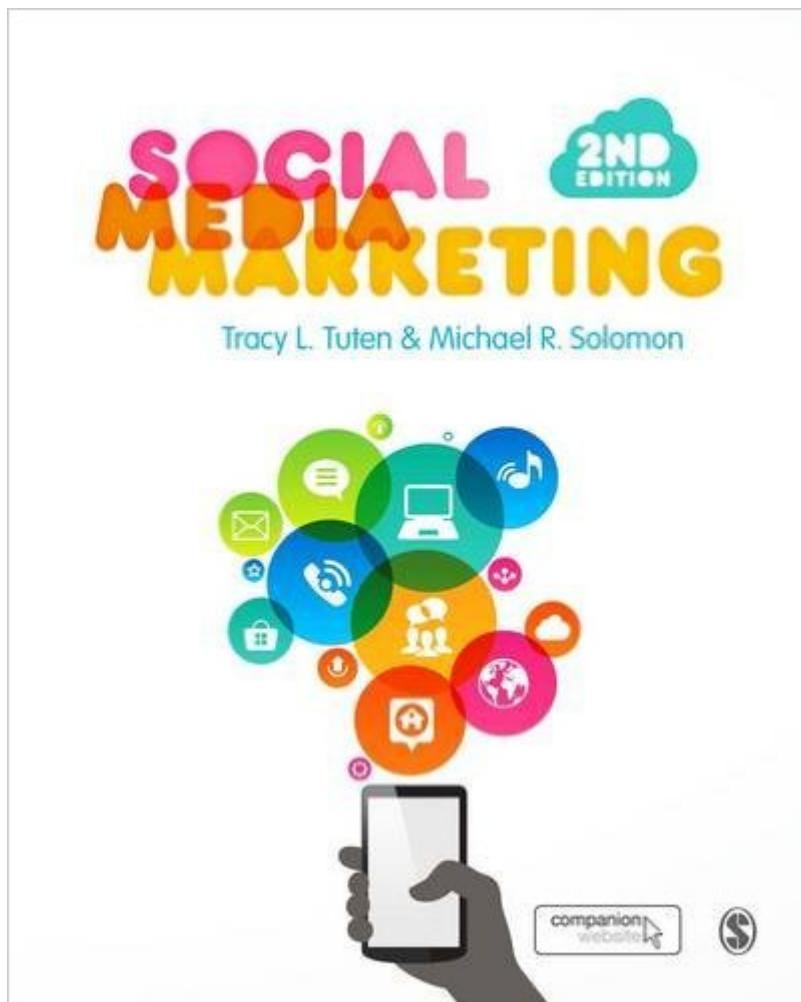


The book was found

Social Media Marketing



Synopsis

Social Media Marketing was the first textbook to cover this vital subject. It shows how social media fits into and complements the marketer's toolbox. The book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications executions, and harnessing social media data to yield customer insights. The authors outline the "Four Zones" of social media that marketers can use to achieve their strategic objectives. These include: 1. Community (e.g. Instagram) 2. Publishing (e.g. Tumblr) 3. Entertainment (e.g. Candy Crush Saga) 4. Commerce (e.g. Groupon) This second edition contains new examples, industry developments and academic research to help students remain current in their marketing studies, as well as a new and improved user-friendly layout to make the text easy to navigate. The textbook also provides a free companion website that offers valuable additional resources for both instructors and students. Visit: study.sagepub.com/smm. Readers of the book are also invited to join the authors and others online by using the hashtag: #smm

Book Information

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Customer Reviews

If you are a social media novice, this is a great educator to how and why it works in your favor. If I had more time, I would read it outside of the bare minimal that I need to complete assignments in my online Social Media Marketing course. The chapters are brief and it is lightweight. If you are short on time and you are allowed open book tests, the end of chapter summaries are a great overview of the chapter without having to read each chapter in entirety.

Using for MBA course, it's alright, but it reads as if social media is the holy grail and there no other as effective ways of marketing. Then again, the title is specific so I'd say it is good if you want to solely concentrate on social media, but there are other methods of marketing. It also doesn't explain the how to or practical methods of marketing on social media, but merely promotes the usage.

Honestly, buy the previous version. The previous version is almost identical, but has page numbers for the vocabulary words (which is a useful resource if your professor quizzes you exclusively on vocab), previous version is also a fraction of the price.

This textbook is not nearly as bad as the dozens of others that I have had to use in the past. Rather than just throwing information out at you in a dull, linear fashion it ties the material together with pop culture examples to help connect the what we're learning to the real world. Even the info itself is written in a more natural and fun way than the standard textbook. I'm only giving it 4 stars because at the end of the day it's still a textbook, so it's in my blood to have some sort of dislike for it.

Excellent breakdown of the four zones of social media. As an educator, I found Dr. Tuten's presentation of the material to be well organized, factually based in research, and surprisingly up-to-date considering the field of social media is highly organic in nature. The section on research is extremely valuable. Dr. Tuten also has a digital newsletter that I have found quite insightful at [...]

Graphics are poor, important terms are in a light blue (making them difficult to see) and not defined in the margins like most textbooks, chapters are difficult to discern. Glad I'm only renting it. There has got to be better social media marketing text out there!

Used this textbook for my MBA program and it was great help. This book was organized in a way that made it a good resource. It was an easy read. This book was an awesome resource to have! It added a lot of value not only to this class, but also other classes and even my job.

Great Book! Up to date and well written.

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