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Dialogue 2 Dot 0: A Tweet-Book on Social Networks for Managers and Entrepreneurs

By MR Juan Carlos Jimenez

Createspace, United States, 2011. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****. Dialogue 2 dot 0 is a book oriented to entrepreneurs, managers and executives in marketing, advertising, public relations or human resources. This book is for those who want a better understanding of how to benefit from social networks to promote a project or organization. Do you want to know more about Web 2.0 without being overwhelmed by a huge amount of technical information? Are you looking for practical references that will help you establish a presence in social media without killing yourself trying ? As an entrepreneur and professional communicator, Juan Carlos Jimenez, offers practical guidelines related to social network management. This isn t a technical book and it won t tell you how to manage the technical aspects of social networks. The goal is to supply you with strategic communications criteria that you should keep in mind when you use Facebook or Twitter. It s content provides a comprehensive idea of how you can use Web 2.0 as a set of tools and services.


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