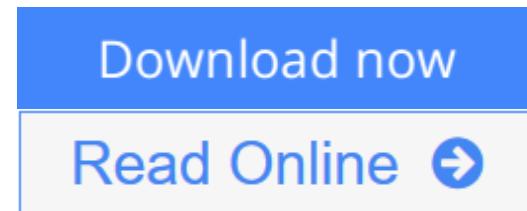


The Social Commerce Handbook: 20 Secrets for Turning Social Media into Social Sales

By Paul Marsden, Paul Chaney



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THE HYPE OVER SOCIAL MEDIA IS OVER. NOW IT'S TIME TO MAKE SOCIAL MEDIA PAY.

"*The Social Commerce Handbook* provides a practical road map for not only mastering but also monetizing your social media investment." -- MARK ELLIS, Managing Director, SYZYGY, a WPP Group digital agency

Learn the secrets to unlocking sales with the "Big Five"--YouTube, Pinterest, Facebook, Twitter, and LinkedIn--and seize new sales opportunities from emerging social technology.

Coauthored by two of today's leading authorities on this hot new field, *The Social Commerce Handbook* distills the real-world experience of successful social commerce businesses--from Apple to Zappos--into 20 secrets for turning "Likes" into "Buys".

- The power of social utility
- The appeal of social gifting
- The importance of social curation
- The role of social status
- The value of social intelligence

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- Sales Rank: #1590325 in eBooks
- Published on: 2012-10-12
- Released on: 2012-10-12
- Format: Kindle eBook



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Editorial Review

About the Author

Paul Marsden, PhD, is a consumer psychologist with the advertising group WPP and specializes in digital technology, brand communication, and shopper marketing.

Paul Chaney provides Internet marketing, social media, and social commerce consulting to small- and medium-sized businesses, agencies, and nonprofit organizations.

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Lorraine Brown:

Reading a publication tends to be new life style on this era globalization. With studying you can get a lot of information that may give you benefit in your life. With book everyone in this world can share their idea. Guides can also inspire a lot of people. A lot of author can inspire their particular reader with their story or their experience. Not only the story that share in the guides. But also they write about the ability about something that you need example of this. How to get the good score toefl, or how to teach your kids, there are many kinds of book that exist now. The authors nowadays always try to improve their expertise in writing, they also doing some analysis before they write to the book. One of them is this The Social Commerce Handbook: 20 Secrets for Turning Social Media into Social Sales.

Merideth Davis:

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