



Handbook of Research on Integrating Social Media into Strategic Marketing (Advances in Marketing, Customer Relationship Management, and E-Services)

Nick Hajli

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To survive in today's competitive business environment, marketing professionals must look to develop innovative methods of reaching their customers and stakeholders. Web 2.0 provides a useful tool in developing the relationships between business and consumer.

The **Handbook of Research on Integrating Social Media into Strategic Marketing** explores the use of social networking and other online media in marketing communications, including both best practices and common pitfalls to provide comprehensive coverage of the topic. This book is intended for marketing professionals, business managers, and anyone interested in how social media fits into today's marketing environments.

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