



# The Social Media Bible: Tactics, Tools, and Strategies for Business Success

*Lon Safko*

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**The go-to guide to social media skills, now in an updated and revised *Third Edition***

*The Social Media Bible* is comprehensive 700-plus page social media resource that will teach corporate, small business, and non-profit marketers strategies for using social media to reach their desired audiences with power messages and efficiency. This newly revised 3rd edition addresses technology updates to the iPad, apps, Foursquare, and other geotargeted networks. New case studies and company profiles provide practical examples of how businesses have successfully implemented these strategies, using the newest social media marketing tools.

- Updates and changes to Google's search engine algorithms
- More information on plug-ins, widgets, apps, and integration
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