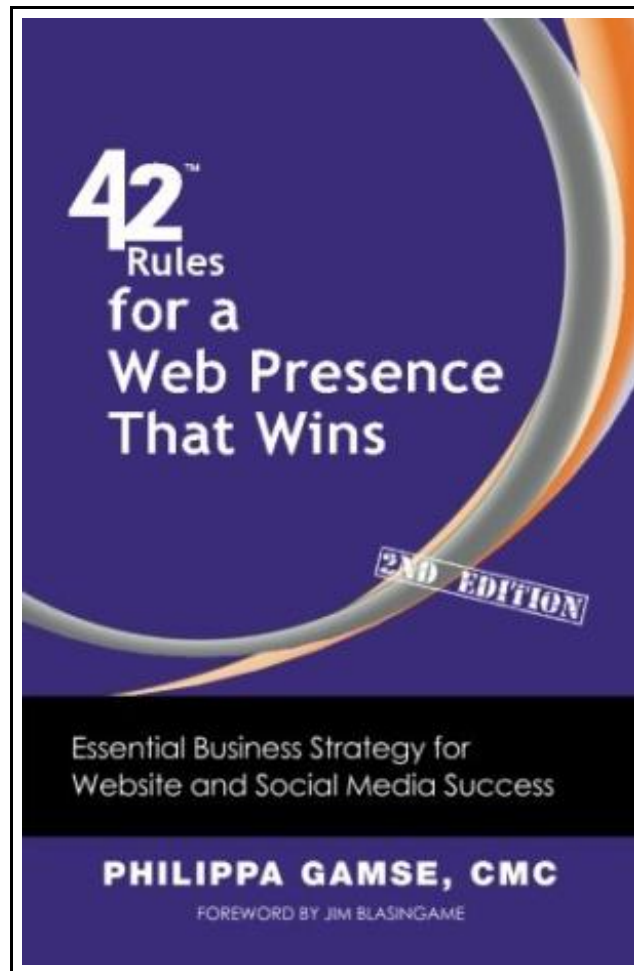


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Reviews




Undoubtedly, this is the greatest job by any author. It is actually filled with wisdom and knowledge I am quickly could get a pleasure of reading a written book.
(Kade Ankunding)

42 RULES FOR A WEB PRESENCE THAT WINS (2ND EDITION): ESSENTIAL BUSINESS STRATEGY FOR WEBSITE AND SOCIAL MEDIA SUCCESS (PAPERBACK)



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Super Star Press, United States, 2012. Paperback. Book Condition: New. 2nd. 196 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.This book was created for business owners, executives and managers, associations and nonprofit organizations who want to understand what it takes to create and sustain a successful web presence. It s primarily designed for businesses which are not pure e-commerce companies, and that probably don t have the resources to deploy major enterprise software solutions and dedicated in-house technical teams. The book is about business concepts, issues, strategies and tactics for the Web. It is not intended to be an exhaustive list or review of tools, technologies, platforms, current regulations or any of the other constantly shifting parameters of the online world. Rather, it aims to provide a fast, but thought-provoking read that offers a 30,000 ft hawk-eye perspective on the many different considerations for an effective website and social media presence. The book is divided into four main sections: Management-level Issues Setting Strategy and Tactics Creating Content That Makes Connections Measuring Results The 42 Rules are based on Philippa s 15-plus years of consulting experience and research into what works at a practical level, and are illustrated with real-life examples from her clients, audiences and colleagues. Each rule is designed to help readers determine if the issue or idea that s being presented is pertinent to their specific situation. It explains the overall concept, and offers an example, case study, or other ideas from over thirty contributing experts including Rob Siefker, Director of Zappos Customer Loyalty Team, Francoise Gilbert, author of The Global Privacy Book, John Yunker, author of The Art of the Global Gateway, and Dan Burrus, author of Flash Foresight.

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