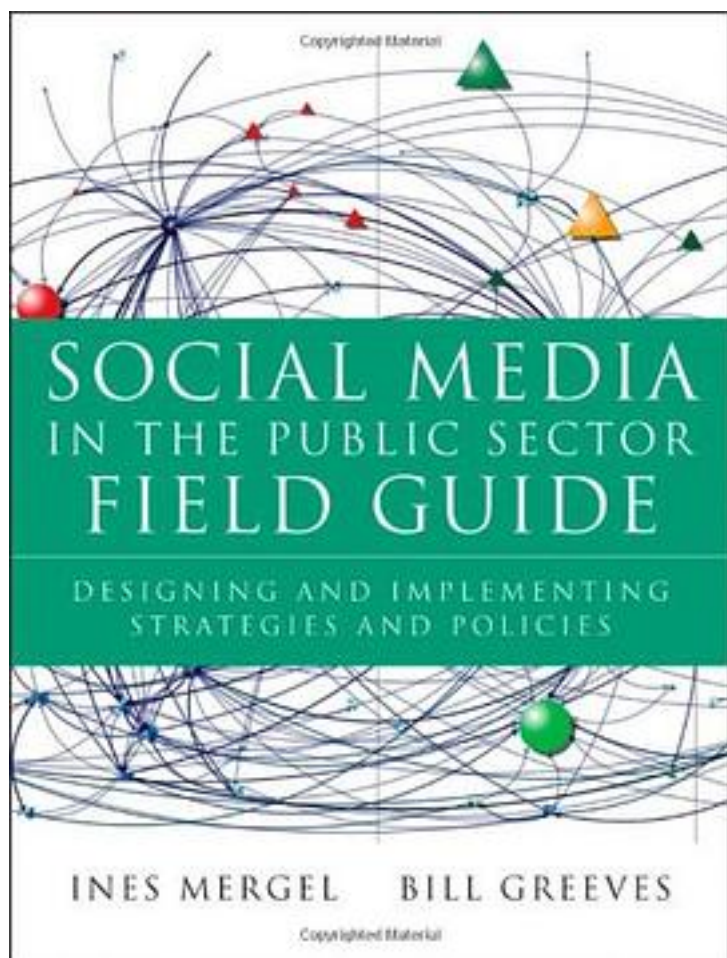


Social Media in the Public Sector Field Guide



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出版者:Jossey-Bass

出版时间:2012-11-13

装帧:Paperback

isbn:9781118109939

This hands-on practical guide (and companion to the Social Media in the Public Sector) offers a ready-to-use reference to help readers move smoothly through the development and deployment of effective new media strategies and policies within

their own organizations. The book is filled with illustrative examples, screenshots, diagrams and graphics. Written to be engaging and accessible, the guide has minimal technical jargon, acronyms or "govspeak". The guidebook includes case studies in the words of those who have implemented new media strategies and an accompanying community-driven website with links to the authors' blogs and practitioner social networks.

作者介绍:

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