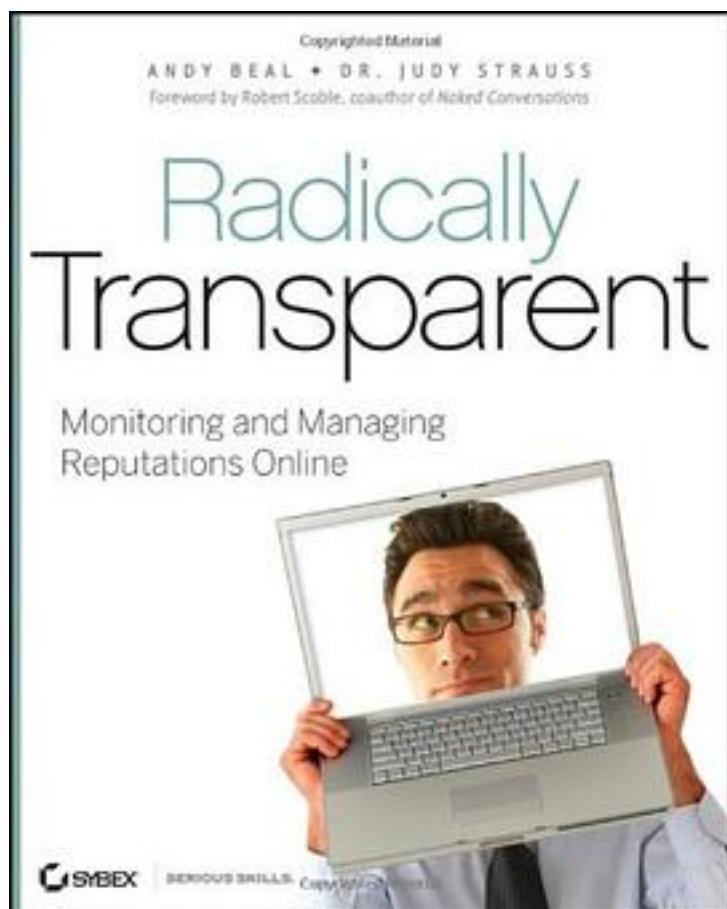


Radically Transparent



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出版者:Sybex

出版时间:2008-03-04

装帧:Paperback

isbn:9780470190821

在线阅读本书

The explosion of social media blogs, social networking sites, and video sharing sites has ushered in a new era of digital transparency that puts the power to enhance or

destroy a reputation in the hands of the consumer. This timely and practical book shows you how to harness the power of social media with crucial, proven tactics and strategies for every phase of online reputation management. Using step-by-step instruction and tested techniques, the expert authors unveil a detailed blueprint for building, managing, monitoring, and repairing your reputation.

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管理,监控有关企业的口碑的方法和策略

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