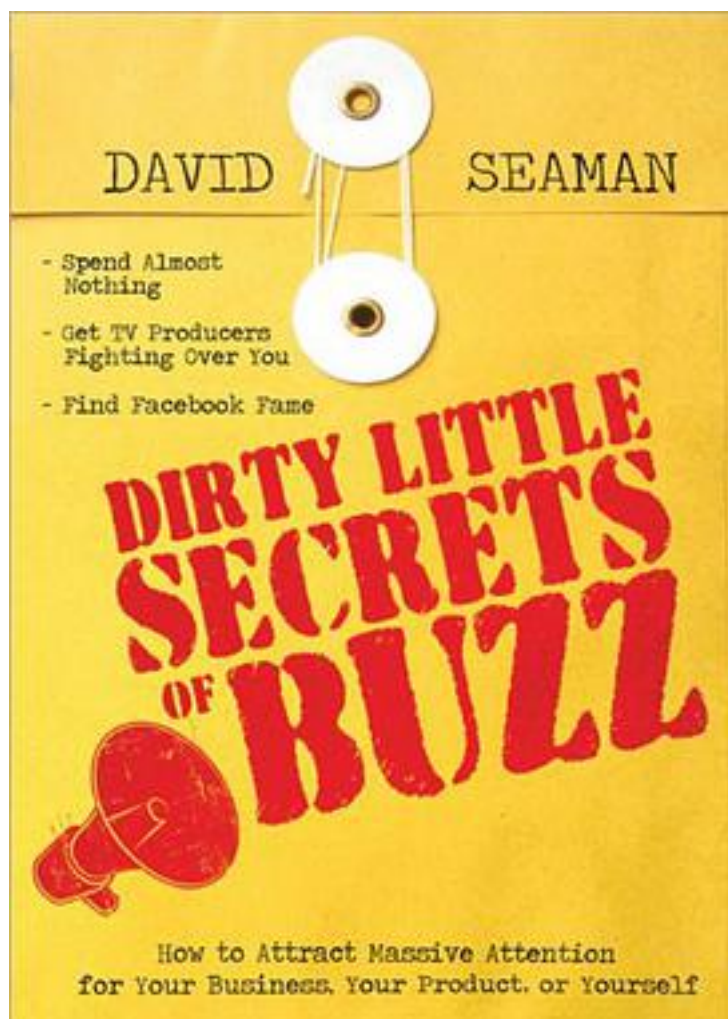


# Dirty Little Secrets of Buzz



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This title includes: practice Michael Moore-ism; 'earn from YouTube required viewing;

why enemies are more important than friends; how a dog and a blog can increase repeat customers; and, putting MySpace, Facebook, and the social networking revolution to work for you. Engaging and accessible, "Dirty Little Secrets of Buzz" is a fascinating how-to collection of all the secrets you won't find in any college marketing course. Best of all, this process often costs little or no money-after all, if you have to pay for your message to be heard, it probably isn't compelling enough anyway.

作者介绍:

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