



Twitter for dummies /

Fitton, Laura.

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Wiley Pub.,
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Monografía

Twitter can boost your business and marketing efforts, and this guide shows you how Twitter, the simple-to-use microblogging service, offers immense benefits for businesses and organizations. In this easy-to-follow guide, you'll discover how to get set up on Twitter, build a follower list, and find a voice for your tweets

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Descripción física: 1 online resource (xviii, 266 pages) illustrations

Mención de serie: --For dummies

Nota general: Includes index

Contenido: pt. 1. Twitter? Like Birds Do? -- Ch. 1. Sharing Your Thoughts, 140 Characters at a Time -- Ch. 2. Hello, Twitter World! -- Ch. 3. Stroll Around the Grounds: A Tour of the Twitter Interface -- Ch. 4. Using Twitter Wherever You Think Best -- pt. II. Joining Your Flock on Twitter -- Ch. 5. Tweeting It Up -- Ch. 6. Who's Using Twitter -- pt. III. Twittering in High Gear -- Ch. 7. Tricks of the Twitter Gurus -- Ch. 8. Twitter Minus Twitter.com -- Ch. 9. Embracing the Twitter Ecosystem -- pt. IV. Knowing Why We Twitter -- Ch. 10. Finding Your Tweet Voice -- Ch. 11. Twitter for Business -- Ch. 12. The Social Side of Twitter -- Ch. 13. Changing the World, One Tweet at a Time -- pt. V. The Part of Tens -- Ch. 14. Ten Twitter Tools -- Ch. 15. Ten Useful Twitter-Based Services -- Ch. 16. Ten Cool Ways to Use Twitter

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Materia Título preferido: Twitter Twitter. Twitter.

Materia: Online social networks Réseaux sociaux (Internet) BUSINESS & ECONOMICS- Negotiating. FAMILY & RELATIONSHIPS- Interpersonal Relations. Internet. COMPUTERS. Online social networks. Twitter Softwareplattform.

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