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Effects of Interactive Online Media Type and Crisis Type on Public Trust During Organizational Crisis , Seth Oyer, 2008, , 157 pages. In this study, the public trust of fictional organization Vonnetek Automotive (designed expressly for this study) was measured using reports of the faculty and staff at a major ....

The Social Media Survival Guide Everything You Need to Know to Grow Your Business Exponentially With Social Media, Sherrie A. Madia, Ph.d., Paul Borgese, Feb 1, 2010, , 255 pages. The guide provides critical insights into shaping programs and policies for integrating social media for internal and external stakeholder groups, along with handling demands ....

30 Days to Social Media Success The 30 Day Results Guide to Making the Most of Twitter, Blogging, LinkedIn, and Facebook, Gail Z. Martin, Sep 20, 2010, , 208 pages. Small business owners and solo professionals know they're supposed to use social media to increase sales, but how should they start? Using a unique Rule of 30 approach, 30 Days ....

Social Persuasion Making Sense of Social Media for Small Business, Robbin Block, Feb 4, 2010, , 258 pages. Practical guide explains how to use social media to promote and grow a small business without wasting time playing online. Designed with the small business in mind, readers ....

Social Media Overview Strategies for Small Business, Marilyn McLeod, Apr 17, 2010, , 232 pages. overview compilation.

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Simple Social Media Amp-Up the Voice of Your Business, Russell Mickler, Jan 16, 2011, Computers, 146 pages. Social media is a critical aspect of any small business strategy. The problem is that many resources that discuss social media are written from the perspective of its tools and do ....

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