



O MBA das mídias sociais (Portuguese Edition)

Christer Holloman

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Este livro aborda estratégias inovadoras para se obter o máximo proveito das mídias sociais. Elaborado por profissionais experientes, atuantes em todas as partes do mundo, apresenta ideias estimulantes que podem ser adotadas pelo marketing de qualquer empresa, além de alguns casos de sucesso na área alcançados por grandes empresas como Dell, Kodak e Philips. Sua proposta é oferecer um verdadeiro MBA que possa levar as organizações muito além de onde chegaram até hoje com as mídias sociais. Traz todas as ferramentas necessárias para o profissional fazer a diferença na estratégia de desenvolvimento de mídias sociais e nos resultados que ela certamente trará, além de proporcionar uma boa base intelectual e confiança para discutir o assunto em um nível mais elevado, inspirar parceiros e elaborar planos de investimentos na área.

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