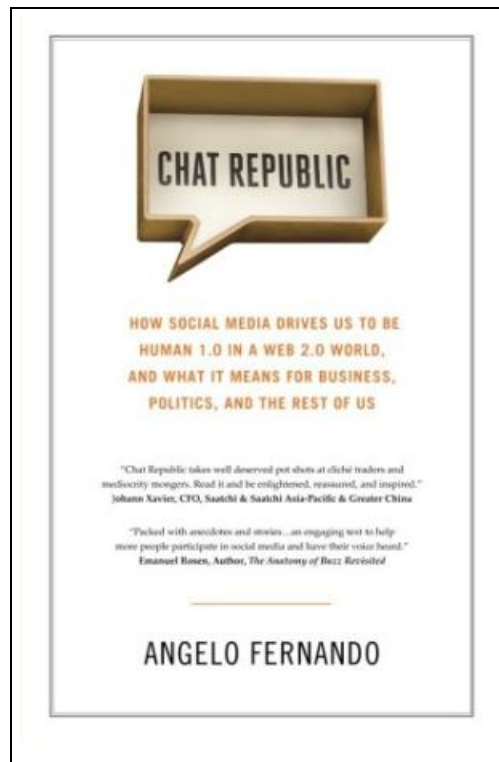


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Public Radius, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Conversations, and the need for exchanging ideas is integral to a vibrant society. Social media, a great enabler of rich conversations, continues to touch and infect organizations, even those that have remained on the sidelines. What appears to be chatter -rants, Likes, re-tweets, video responses, check-ins - contain clues to how communities are socially adjusting to being both talkers and listeners, producers and consumers of media. Angelo Fernando shows us why re-instating our authentic voice through social media sends ripples through PR and politics, media and marketing. You will learn how to plan for a time when socially enhanced conversations will become inseparable from everything your organization undertakes. Social media often sounds more complicated than it is. This book will give you the confidence to dive in. An accessible and engaging text to help more people participate in social media and have their voice heard. Emanuel Rosen, Author, *The Anatomy of Buzz Revisited*, a national bestseller Angelo does a brilliant job of making sense of how advancements in technologies are so intertwined with our daily lives in language that will catch you up to speed quickly. Dr. Cyndi Laurin, author of bestselling *The Rudolph Factor*.



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