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## **TWITTER MEANS BUSINESS: HOW MICROBLOGGING CAN HELP OR HURT YOUR COMPANY (PAPERBACK)**



HAPPY ABOUT, United States, 2008. Paperback. Book Condition: New. New.. 216 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Millions of Internet users have fallen in love with the Twitter microblogging service, which lets them swap brief text tweets. Now companies are embracing the service to engage customers, promote products and monitor what is being said about their brands. Given the passion and high profiles of Twitterverse denizens, the service has evolved into a vital...

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- Authored by Julio Ojeda-Zapata
- Released at 2008

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