

Guy
Kawasaki

Pod Fitzpatrick

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L'art Des Médias Sociaux Stratégies Gagnantes Pour Un Usage Professionnel

Burrell Dufour



L'art Des Médias Sociaux Stratégies Gagnantes Pour Un Usage Professionnel:

L'art des médias sociaux Peg Fitzpatrick, Guy Kawasaki, Marylène Delbourg-Delphis, 2015 L'objectif de ce livre est de vous permettre d'optimiser votre utilisation des médias sociaux Nous partons du principe que vous connaissez les bases et que vous souhaitez faire un usage professionnel des médias sociaux pour votre propre compte ou pour celui d'une entreprise Que les choses soient claires Peg et moi sommes sur le front des médias sociaux et non enfermés au siège d'une entreprise dans une cellule de crise Nous avons acquis nos connaissances force d'expérimentation d'efforts assidus et non pas en pontifiant en non-ant des sophismes ou en nous contentant de participer des conférences Il y a plus d'une centaine de conseils et d'astuces dans ce guide Nous sommes des gens pragmatiques ce livre ne contient donc que des conseils stratégiques et pratiques

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Résumé - L'Art Des Médias Sociaux de Peg Fitzpatrick, Guy Kawasaki Burrell Dufour, 2018-08-02 Résumé L'art des médias sociaux de Peg Fitzpatrick Guy Kawasaki Toutes les stratégies d'utilisation des réseaux sociaux afin d'en faire un atout pour accroître et développer rapidement vos activités Ancien responsable marketing chez Apple et actuel dirigeant de CANVAS un service de design en ligne Guy Kawasaki accompagné par sa collègue et associée Peg Fitzpatrick offrent dans cet ouvrage astuces secrets et conseils afin d'optimiser l'utilisation des plateformes de médias sociaux et d'en tirer un plus grand bénéfice De l'optimisation du profil à la rédaction de contenus en passant par la gestion intelligente des commentaires tape par tape rien ne sera laissé de côté

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