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establish a successful corporate blog to reach your customers corporate blogs require careful planning and attention to legal and corporate policies in order for them to be productive and effective this fun friendly and practical guide walks you through using blogging as a first line of communication to customers and explains how to protect your company and employees through privacy disclosure and moderation policies blogging guru douglas karr demonstrates how blogs are an ideal way to offer a conversational and approachable relationship with customers you ll discover how to prepare execute establish and promote a corporate blogging strategy so that you can reap the rewards that corporate

blogging offers shares best practices of corporate blogging including tricks of the trade what works and traps to avoid walks you through preparing a corporate blog establishing a strategy promoting that blog and measuring its success reviews the legalities involved with a corporate blog such as disclaimers terms of service comment policies libel and defamation and more features examples of successful blogging programs throughout the book corporate blogging for dummies shows you how to establish a corporate blog in a safe friendly and successful manner

president barack obama in his 2011 state of the union address called america the nation of edison and the wright brothers and of google and facebook u s chief information officer steven vanroekel said that america has become a facebook nation that demands increased transparency and interactivity from the federal government facebook as a nation in 2012 would be the third largest country in the world with over 900 million citizens after china and india this book portrays the social media ecosystem as a world of increasing total information awareness which is essentially a civilian version of the controversial total information awareness program unveiled in 2002 by the defense advanced research projects agency darpa at the u s department of defense back in the 60 s darpa initiated and funded the research and development of advanced research projects agency network arpanet that went online in 1969 the success of arpanet gave rise to the global commercial internet in the 90 s and the new generation of fortune 500 companies today including amazon com google ebay and yahoo as if life comes full circle in the 21st century private businesses and the ubiquity of social networks such as facebook google twitter and youtube are creating the technologies and infrastructures necessary for the darpa proposed total information awareness program wikileaks founder julian assange called facebook the most appalling spying machine that has ever been invented indeed military and civilian technologies have interwoven into every fabric of our society as facebook co founder and ceo mark zuckerberg said we exist at the intersection of technology and social issues this book offers discourse and practical advice on the privacy issue in the age of big data the rise of facebook nation and total information awareness opening with president ronald reagan s 1984 national security decision directive and ending with george orwell s novel 1984 the author takes us on a roller coaster ride through facebook s botched ipo carrier iq kony 2012 sopa pipa blackout cyber bullying crime fighting and a host of other timely issues facing our facebook nation social media strategists information architects social scientists policymakers and academic scholars in the program in science technology and society sts will find this book a valuable asset

four acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive seo strategy this second edition brings you up to date on recent changes in search engine behavior such as new ranking methods involving user engagement and social media with an array of effective tactics from basic to advanced comprehend seo s many intricacies and complexities explore the underlying theory and inner workings of search engines understand the role of social media user data and links discover tools to track results and measure success recognize how changes to your site can confuse search engines learn to build a competent seo team with defined roles glimpse the future of search and the seo industry visit artofseobook.com for late breaking updates checklists worksheets templates and guides

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demonstrates how real seo consultants work with fortune 500 companies to get the results they desire coverage includes understanding search engine optimization relearning how you see the picking the right seo tools finding seo problems solving seo problems seo best practices the seo consulting process comprehensive site audit informational website comprehensive site audit e commerce website understanding the seo industry search engine verticals optimizing for alternative search engines setting up a testing platform seo resources attending seo conferences

the internet didn't kill tv it has become its best friend americans are watching more television than ever before and we're engaging online at the same time we're tuning in social media has created a new and powerful backchannel fueling the renaissance of live broadcasts mobile and tablet devices allow us to watch and experience television whenever and wherever we want and connected tvs blend web and television content into a unified big screen experience bringing us back into our living rooms social tv examines the changing and complex television landscape and helps brands navigate its many emerging and exciting marketing and advertising opportunities social tv topics include leveraging the second screen to drive synched and deeper brand engagement using social ratings analytics tools to find and target lean forward audiences aligning brand messaging to content as it travels time shifted across devices determining the best strategy to approach marketing via connected tvs employing addressable tv advertising to maximize content relevancy testing and learning from the most cutting edge emerging tv innovations the rise of one technology doesn't always mean the end of another discover how this convergence has created new marketing opportunities for your brand

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