



Barack Obama's Social Media Lessons For Business

David Bullock, Brent Leary

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Outlines the multichannel marketing sequence used by the Obama campaign to win the 2008 Presidential Election. Video, audio, microblogging, blogging and user generated content are a few of the business applications examined in this guidebook. This case study is the definitive reference for the use of social media as it applies to effective business promotion.

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