



Strategic Social Media: From Marketing to Social Change

L. Meghan Mahoney, Tang Tang

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Strategic Social Media is the first textbook to go beyond the marketing plans and how-to guides, and provide an overview of the theories, action plans, and case studies necessary for teaching students and readers about utilizing social media to meet marketing goals.

- Explores the best marketing practices for reaching business goals, while also providing strategies that students/readers can apply to any past, present or future social media platform
- Provides comprehensive treatment of social media in five distinct sections: landscape, messages, marketing and business models, social change, and the future
- Emphasizes social responsibility and ethics, and how this relates to capitalizing on market share
- Highlights marketing strategies grounded in research that explains how practitioners can influence audience behaviour
- Each chapter introduces theory, practice, action plans, and case studies to teach students the power and positive possibilities that social media hold

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