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Tracy L. Tuten, Ph.D., is a professor of marketing and author of several books including co-author of the award-winning textbook, Social Media Marketing. Her first book, Advertising 2.0: Social Media Marketing in a Web 2.0 World, was followed by others on using social media and digital marketing for the enterprise, and the book, Advertisers at Work, which features interviews with luminaries in ...

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The new third edition has been extensively updated to include new content on tactical planning and execution and coverage of the latest research within social media marketing. Expanded new case studies and examples including Facebook, Instagram, Twitter and Snapchat are discussed in relation to globally recognized brands such as Pokemon Go, Nike, Amazon Kindle and Lady Gaga.

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