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# Social Media Marketing Tracy Tuten

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Tracy L Tuten, PhD, 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 20: 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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PART I Foundations of Social Media Marketing 1 1 The Social Media Environment 3 Greetings, Digital Native 4 The Infrastructure of Social Media 7

The Zones of Social Media 11 Monetization and Social Media post, 16 Social Media Marketing 17 Careers in Social Media 29 2 Social Consumers 37  
Segmentation and Targeting for Social Media Marketing 38

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