



Social Media Explained: Untangling the World's Most Misunderstood Business Trend

Mark W. Schaefer

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The best-selling social media book of 2014! Too busy to spend hours trying to learn the fundamentals of social media marketing? This is the book for you! Mark Schaefer, author of the best-selling books "Return On Influence" and "The Tao of Twitter" unravels the most misunderstood and confusing business trend in this fun and easy-to-read book. "Social Media Explained" explores the fundamental strategies and answers the biggest questions every business professional needs to answer before diving into a social media initiative! This is the **MUST-HAVE guide** for understanding the sociological and psychological drivers that make social media marketing work.

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