



# **The Facebook Era: Tapping Online Social Networks to Market, Sell, and Innovate (2nd Edition)**

*Clara Shih*

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*“Clara’s book is a fun read and can be useful to anyone who wants to learn more about this powerful new era we’re in of social business.”*

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Whatever your business or organizational goals, this book will help you use social networking to achieve them. Renowned social networking innovator Clara Shih brings together powerful new insights, best practices, and easy-to-use “To Do” lists packed with proven solutions from real-world case studies.

Writing for entrepreneurs and business professionals across marketing, sales, service, product development, and recruiting, Shih demonstrates how to move from tactical, reactive use of social networks toward strategic, proactive approaches—and how to accurately measure success.

This edition adds extensive new coverage, including hands-on techniques for hypertargeting, engaging customers through Twitter and LinkedIn, leveraging changing social norms, and much more. You’ll also find more than three dozen guest contributions from world-class experts such as author Don Tapscott and Harvard Business School professor Mikolaj Piskorski, as well as a brand-new chapter on customer service and support, today’s fastest-growing area of business social networking.

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