

**The Social Media Advantage: An Essential Handbook For
Small Business (101 Of Small Business)**

By Holly Berkley

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<http://www.socialmediaexaminer.com/smmworld/speakers/>

May 28, 2014 How to Choose the Right Employees to Carry Your This blog post contains excerpts from Holly Berkley & Amanda Walter s book The Social Media Advantage. 1.

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Social media quite simply are the technologies people use to communicate and socialize with one another, typically online. Social media has evolved into a big
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<http://www.shrm.org/templatestools/hrqa/pages/socialnetworkingsitespolicy.aspx>

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Holly Berkley is an author, educator, speaker and professional Internet Marketing Consultant focused on helping all size businesses increase online sales

http://www.goodreads.com/author/show/331787.Holly_Berkley

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Aug 10, 2014 To some entrepreneurs, social media marketing is the next big thing, a temporary yet powerful fad that must be taken advantage of while it s still

<http://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/>

House Small Business Committee; ^ a b 2012 Medicare & You handbook, ^ Rosenblatt, Roger A.; Andrilla, C. Holly A.; Curtin, Thomas; Hart,

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more weight will be placed on how your business, --Holly Berkley, author, The Social Media Advantage: An Essential Handbook for Small Business . http://www.netcreative.biz/wordpress/?page_id=151

The Social Media Advantage is a book that demonstrates you don t need to be a marketing guru to have a successful social media presence.

<http://www.amazon.com/The-Social-Media-Advantage-Essential/dp/1770401423>

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