

Yes We Did! An Inside Look At How Social Media Built The Obama Brand

By Rahaf Harfoush

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Rahaf Harfoush is the author of Yes We Did! (3.83 avg rating, 42 ratings, 4 reviews, published 2009) and The Decoded Company (3.87 avg rating,
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Rahaf Harfoush, exploded a raft of social media myths and misperceptions in her Yes, We Did; An Inside Look at How Social Social Media Built the Obama
<http://www.calgaryjournalonline.ca/news/34-news/502-social-media-steps-into-political-arena->

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Yes We Did! An inside look at how social media built the Obama brand; 1 edition (June 1, 2009) New Riders Press; Summary: The Obama campaign is widely credited for
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Yes, We Did (Harfoush) *We Did: An Inside Look at How Social Media Built the Obama Brand* which looked at the entire campaign through the lens of Obama's <http://sites.duke.edu/socialpolitics/the-hype/>

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