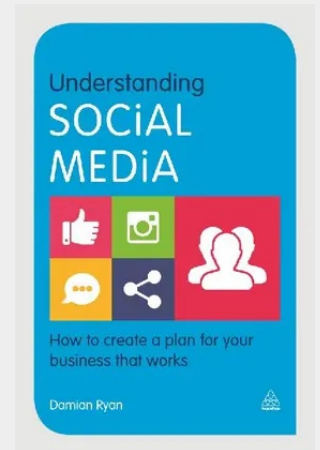


Understanding Social Media

Understanding Social Media is the essential guide to social media for students and professionals alike. Drawing on the experience, advice and tips from dozens of digital marketers and social media superstars, it is an extensive crowd-sourced guide to social media platforms. Illustrated throughout with case studies from both successful and failed campaigns, **Understanding Social Media** democratizes knowledge of social media and promotes best practice, answering questions such as 'How do you create a compelling social media campaign?', 'How do you build and engage with an audience?' and 'Where is the line between online PR and social media drawn?' It is the most comprehensive and practical reference guide to social media available.

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