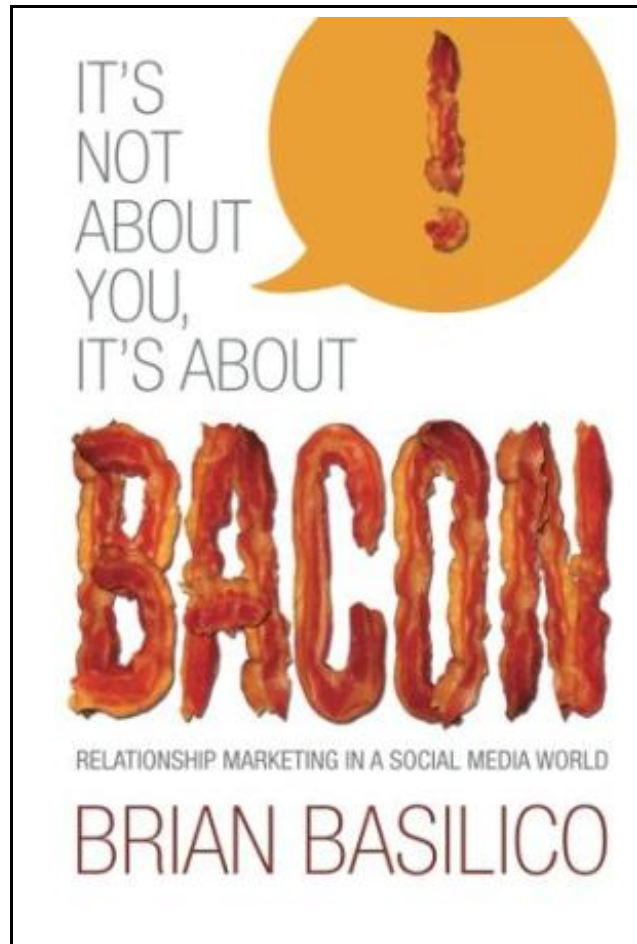


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Createspace, United States, 2013. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.If you are looking for a How-to social networking book, then this is not for you. This is a Why-to book. If you have been overwhelmed and confused by all the conflicting examples and theories about why social networking works for some and not for others, this book will be an eye-opening breath of fresh air. You will learn why relationships, both new and nurtured ones, are golden for you and your business. This book will demystify using the internet and social media to successfully market your business. In this ever-changing world of instant gratification and measurable communications, you need to know the tools and methodologies that create real interaction and engagement. **It s Not About You, It s About Bacon**, will help you get noticed, become memorable and top of mind, and grow your brand and business through tested and proven face-to-face and social networking techniques. **ABOUT THE AUTHOR** Brian Basilico is a nationally recognized speaker, author, trainer and adjunct professor. He brings over 30 years of marketing experience to his award- winning internet marketing company, B2b Interactive Marketing, Inc. Brian is a syndicated blogger, and has been featured as a guest expert in Entrepreneur and Inc. magazines, as well as various news articles, radio shows and podcasts. **REVIEWS** A powerful book, full of wisdom, yet presented in a joyful, upbeat manner. This book has profound implications for how we can successfully market ourselves and our businesses within the rapid pace of change. A must read. - Al Ritter When we needed a partner to share insights on social media marketing we turned to Brian Basilico. Brian s relationship-building insights are fun, funny and right on target....



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