



## ROI of Social Media: How to Improve the Return on Your Social Marketing Investment

By Guy R. Powell, Steven Groves, Jerry Dimos

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, ROI of Social Media: How to Improve the Return on Your Social Marketing Investment, Guy R. Powell, Steven Groves, Jerry Dimos, How to Improve the Return on Your Social Marketing Investment This book more than adequately covers this increasingly important topic, as social media begins to take its rightful place on the center stage of not just marketing but a number of business disciplines. ROI of Social Media is an excellent analysis of the current landscape. I cannot recall any book that singularly tackles ROI at this level, most media books simply give a passing reference or chapter on ROI, this is the first comprehensive study. - Larry Weber , Founder and chairman of W2 Group, Formerly of Weber Shandwick We know that for 2011 and the foreseeable future, ROI is one of the top priorities for the social media strategist at many companies, ROI of Social Media is the right book at the right time as social media strategist are needing to work the various department within the enterprise and show that the investments in social tactics and tools are a good investment. The 15 case studies contained...



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