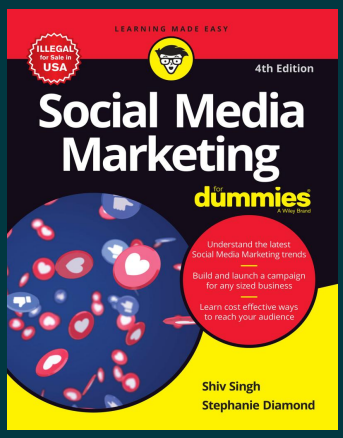
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By Shiv Singh, Stephanie Diamond

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Description

Social Media Marketing For Dummies, 4th Edition presents the essence of planning, launching, managing, and assessing a social marketing campaign in an economic 350-page guide - perfect for time-pressed marketers. This edition brings the existing content up to date for 2019 and adds new content as well.

About the Author

Shiv Singh, Stephanie Diamond

Shiv Singh (San Francisco, CA) is one of the leading voices in social media marketing. He's currently the Head of Global Brand and Marketing Tranformation at Visa, Inc. He previously was Head of Digital for PepsiCo. Stephanie Diamond (New York, NY) is president of Digital Media Works

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