



The Tao of Twitter: Changing Your Life and Business 140 Characters at a Time (Paperback) - Common

By By (author) Mark W. Schaefer

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It's time to take the mystery out of Twitter. This book shows you how to connect and start creating meaningful business and personal benefits. It teaches you: secrets to building influence on Twitter; the formula behind every Twitter business success; 22 ways to build an audience that wants to connect to you; and more.

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