

Social Media Marketing

By Tracy L. Tuten, Michael R. Solomon

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****Winner of the TAA 2017 Textbook Excellence Award****

“**Social Media Marketing** deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the daunting task of understanding rapidly evolving social media and its users.”—**TAA Judges Panel**

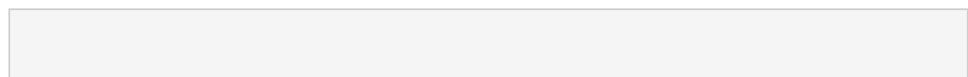
Social Media Marketing was the first textbook to cover this vital subject. It shows how social media fits into and complements the marketer’s toolbox. The book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand’s marketing communications executions, and harnessing social media data to yield customer insights.

The authors outline the "Four Zones" of social media that marketers can use to achieve their strategic objectives. These include:

1. Community (e.g. Instagram)
2. Publishing (e.g. Tumblr)
3. Entertainment (e.g. Candy Crush Saga)
4. Commerce (e.g. Groupon)

This **Second Edition** contains new examples, industry developments and academic research to help students remain current in their marketing studies, as well as a new and improved user-friendly layout to make the text easy to navigate.

The textbook also provides a **free companion website** that offers valuable additional resources for both instructors and students. Visit: study.sagepub.com/smm. Readers of the book are also invited to join the authors and others online by using the hashtag: #smm



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Social Media Marketing By Tracy L. Tuten, Michael R. Solomon Bibliography

- Sales Rank: #191225 in Books
- Brand: imusti
- Published on: 2014-12-19
- Released on: 2014-12-27
- Original language: English
- Number of items: 1
- Dimensions: 9.13" h x .83" w x 7.32" l, 1.40 pounds
- Binding: Paperback
- 352 pages

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Editorial Review

Review

I was an F student in college, so my textbooks collected a lot of dust. Had this book been around back then it might have been a different story.

(Gary Vaynerchuk)

Hands down, this is the single best textbook about social media marketing out there. This radically revised and fully updated edition is even more comprehensive, strategic, organized, visual, results-oriented and innovative than the first. If you teach or study social media marketing or digital marketing, then you need this book! (Robert V. Kozinets)

About the Author

Tracy L. Tuten, Ph.D., is Professor of Marketing at East Carolina University where she teaches social media marketing and advertising. Her first book, *Advertising 2.0: Social Media Marketing in a Web 2.0 World*, was followed by others on using social media and digital marketing for the enterprise, and the book, *Advertisers at Work*, which features interviews with luminaries in the field. Dr. Tuten's publications have appeared in such journals as *Journal of Marketing Communications*, *Psychology & Marketing*, and *Journal of Business Research*. Prior to her appointment at ECU, she taught at Longwood University and at Virginia Commonwealth University, where her research efforts were recognized with VCU's Excellence in Scholarship award. A two-time Fulbright Scholar, she speaks all over the world on marketing topics. She's been recognized with teaching awards at her respective institutions and with national awards, such as the O'Hara Leadership Award in Direct & Interactive Marketing Education. In 2013, she was inducted into the Incredible Women of ECU series, which highlights female graduates of East Carolina University who have reached exceptional levels of achievement in their respective careers. She is one of only 110 women to achieve this distinction. Her influence in social media marketing is recognized with a consistent ranking in the top 20 listing of marketing professors and top 50 listing of authors of marketing books on Twitter (respectively) by *Social Media Marketing* magazine. Follow her at @brandacity on Twitter or follow her blog at www.tracytuten.com.

Michael R. Solomon, Ph.D., is Professor of Marketing and Director of the Center for Consumer Research in the Haub School of Business at Saint Joseph's University in Philadelphia, Pennsylvania. Professor Solomon's primary research interests include consumer behavior and lifestyle issues, branding strategy, the psychology of fashion, and marketing applications of virtual worlds and other new media. His textbooks include *Consumer Behavior: Buying, Having, and Being*; *Marketing: Real People, Real Choices*; and *Better Business*. His most recent trade book, *The Truth about What Customers Want*, was published by FT (Financial Times) Press. Professor Solomon is frequently quoted in magazines and newspapers, including *Newsweek*, *The New York Times*, and *The Wall Street Journal*. He has served as a consultant to numerous corporations including Calvin Klein, Intel, Procter & Gamble, Microsoft, State Farm Insurance, and United Airlines on issues relating to consumer behavior, marketing strategy, advertising and retailing.

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Gloria Robey:

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