



## Barack Obamas Social Media Lessons for Business

By David Bullock

White Bullock Group, Inc. Paperback. Book Condition: New. Paperback. 162 pages. Dimensions: 10.9in. x 8.2in. x 0.4in. Outlines the multichannel marketing sequence used by the Obama campaign to win the 2008 Presidential Election. Video, audio, microblogging, blogging and user generated content are a few of the business applications examined in this guidebook. This case study is the definitive reference for the use of social media as it applies to effective business promotion. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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