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## David Kravitz s How to Monetize Twitter, Facebook, Snapchat, LinkedIn and Other

By David Kravitz

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Drawing on his years of experience developing social media strategies for some of the most recognizable worldwide brands, David Kravitz offers the kind of unique knowledge and insight only a veteran social media strategist is capable of providing. In his new book, Kravitz details the differences between the most popular platforms while explaining how these differences require a highly specialized approach from those looking to monetize their social media presence. Given the importance of a strong social media presence and the burgeoning opportunities for monetization, Kravitz s book ought to be considered essential reading for anyone who recognizes the potential for financial gain through the optimal use of social media. Covering a broad range of strategies designed for each specific platform, Kravitz devotes entire chapters to long-established platforms along with those possessing the clear potential for rapid future growth: Twitter Facebook Snapchat LinkedIn Tumblr Pinterest Instagram Vine Google+ Kravitz s approach to monetization succeeds in simplifying an endeavor that many give up on too soon over what appear to be overwhelming complexities. Acknowledging that monetizing multiple social media...



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