



# **Internet Marketing for Entrepreneurs: Using Web 2.0 Strategies for Success (Small Business Management Collection) (Entrepreneurship and Small Business Management Collection)**

*Susan Payton*

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This book is your introduction to Marketing 2.0. It shows you how to leverage new media tools like Facebook, Twitter, blogs and the New Media Press Release to grow your business and your followers, as well as how to participate in meaningful conversations with past, present and future customers. The book will also identify strategies you can implement immediately to grow awareness of your brand online.

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