



Perspectives on Social Media Marketing

Stephanie Agresta, B. Bonin Bough, Jason I. Miletsky

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PERSPECTIVES ON SOCIAL MEDIA MARKETING addresses 89 of the most compelling and important issues that marketers face on a regular basis when it comes to social media, providing advice and insight on how to deal with each issue from the perspective of two thought leaders in this arena: Stephanie Agresta from Porter Novelli and B. Bonin Bough from PepsiCo. Together, they discuss what social media is, how it has changed the marketing landscape, how to implement a tactical and strategic social media plan across your organization, how to best measure the ROI of a social media campaign, and more.

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