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Measuring social media: insider interview with

Measuring Social Media: How to Measure and Optimize Your Marketing Investment. Jim Sterne is a Web strategy consultant and founder of eMetrics Marketing
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Autor: Jim Sterne; Verlag: John Wiley & Sons

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Social media measurement - wikipedia, the free

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Target marketing, internet marketing strategy

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Jim Sterne, founder of the eMetrics Marketing "Social Media Metrics: How to Measure and Optimize Your Marketing Investment." Sterne is the producer of

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But social media isn't hard to measure, says Jim Sterne social media analytics, social media marketing, social media monitoring, voice of the customer,

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Customer Strategy & Marketing; Jim. Social Media Metrics: How to Measure and Optimize Your Marketing Investment. Wiley, 2010.

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The 5 social media metrics your ceo actually cares

Social media vanity metrics abound, we can all agree. Here are the metrics your CEO actually wants to see.

Jim Sterne (author of social media metrics) -

Jim Sterne is the author of Social Media Metrics (3.33 avg rating, 109 ratings, 15 reviews, published 2010), Web Metrics (3.40 avg rating, 20 ratings, 0

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Measuring social media: interview with web

Interview with Web Analytics Guru Jim Sterne. He is the author of Social Media Metrics: How to Measure and Optimize Your Marketing Investment. Jim recommends