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B2B companies are better suited for social media marketing than B2C companies. Stop. Go back. Read the last sentence again. It is true. In the initial adoption of social media marketing, an unfortunate phenomenon happened. It become widely accepted that social media marketing was applicable only to B2C companies.

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Book Review: The B2B Social Media Book

Business-to-business (B2B) firms should establish a platform in social media. Their outlets are perfect for enhancing two vital B2B building blocks: defining prospects and establishing relationships. Many B2B firms don't understand or use social media and their leaders remain unaware of the many benefits they could realize.

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The B2B Social Media Book provides B2B marketers with actionable advice on leveraging blogging, LinkedIn, Twitter, Facebook and more, combined with key strategic imperatives that serve as the backbone of effective B2B social media strategies.

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The B2B Social Media Book will teach you how to: Build your own social media lead-generation strategy, based on a simple five-step methodology Create content for all parts of the B2B social media lead-generation process, from ebooks that rock to tweets that drive... Connect offline lead-generation ...

Social media and online marketing provide the right mix of rich data and reduction in marketing expenses to help transform a marketer into a superstar. The B2B Social Media Book provides B2B marketers with actionable advice on leveraging blogging, LinkedIn, Twitter, Facebook and more, combined with key strategic imperatives that serve as the backbone of effective B2B social media strategies.