

Guy
Kawasaki

and

Peg Fitzpatrick

The Art
of Social
Media

..... Power Tips
for Power Users

Introduction

?From Guy Kawasaki, the bestselling writer of *The Art of the Start* and *Enchantment*, *The Art of Social Media* is a no-nonsense teneur to turning into a social media superstar.

By now its clear that whether or not youre promoting a marché, a product, or your self, communautaire media is near the top of what is going to determine your achievement or failure. And there are infinite pundits, authors, and specialists eager to advise you.

But theres no person quite like Guy Kawasaki, the legendary policer leader evangelist for Apple and one of the pioneers of convention running a blog, tweeting, facebooking, tumbling, and much, tons extra. Now Guy has teamed up along with his Canva colleague Peg Fitzpatrick to offer *The Art of Social Media* - the one essential cordage you need to get the maximum bang to your time, obsécration, and cash.

With greater than 100 realistic tips, tricks, and insights, Guy and Peg present a floor-up met

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