



The Fusion Marketing Bible: Fuse Traditional Media, social Media, and Digital Media to Maximize Marketing (Chinese Edition)

Lon Safko

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With the emergence of socialized media, successful marketing specialists in the first place have perfectly integrated socialized media such as micro-blog, social network sites, blog, video and so on, making them give full play to marketing effect. Also, this book introduces how to make integrated marketing strategies, integrate two kinds of media and do backward integration, how to analyze marketing cost, steps of integrated marketing and so on. It puts up with conception of Suffolk Roulette ingeniously and emphasizes Three Tycoons of Socialized Media, namely blog, micro-blog and social network sites.

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