



The Social Agent: The New Era of Social Networking

Tony Giordano

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A book that explains a simple approach to social media to grow a business and a professionals production. Tony Giordano shares his secrets and dispels myths associated with social media through his personal experiences and examples. One of the most common mistakes made, is business professionals thinking, "if you build it they will come" works with social media. It does not, it is more like, "if you build it, you better know how to use it..." A modernly written book with QR codes, abbreviations, and great tips, this light read brings major benefits to the reader. Testimonial: Allana Baroni - Featured Contributor for www.Oprah.com and author of 'Get Social' "Tony killed it! His book focuses on social media as a tool for human interaction, not solely as an extension of your office. The Social Agent is one big 'how to' book for increasing your production by digitally mixing work with play in an appropriate manner."

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