

## MG5604 - Social Media

This is a provisional list that has yet to be reviewed.  
Items may therefore change.

View Online



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1

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Shah, Rawn. Social networking for business: choosing the right tools and resources to fit your needs. Upper Saddle River, NJ: : Pearson Education/Prentice Hall 2010.

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Solis B. The end of business as usual: rewire the way you work to succeed in the consumer revolution. 1st ed. Hoboken, N.J.: : John Wiley & Sons 2012.  
<http://lib.myilibrary.com/browse/open.asp?id=329491&entityid=https://idp.brunel.ac.uk/entity>

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