

## 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.

Carter, Brian & Levy, Justin R. Facebook marketing: leveraging Facebook's features for your marketing campaigns / Brian Carter, Justin Levy. (Que, 2012).

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Clayson, M. Social media for business. (s.n, 2012).

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

4.

Solis, B. The end of business as usual: rewire the way you work to succeed in the consumer revolution. (John Wiley & Sons, 2012).

5.

Pears, R. & Shields, G. J. Cite them right: the essential referencing guide. vol. Palgrave study skills (Macmillan Education, 2016).