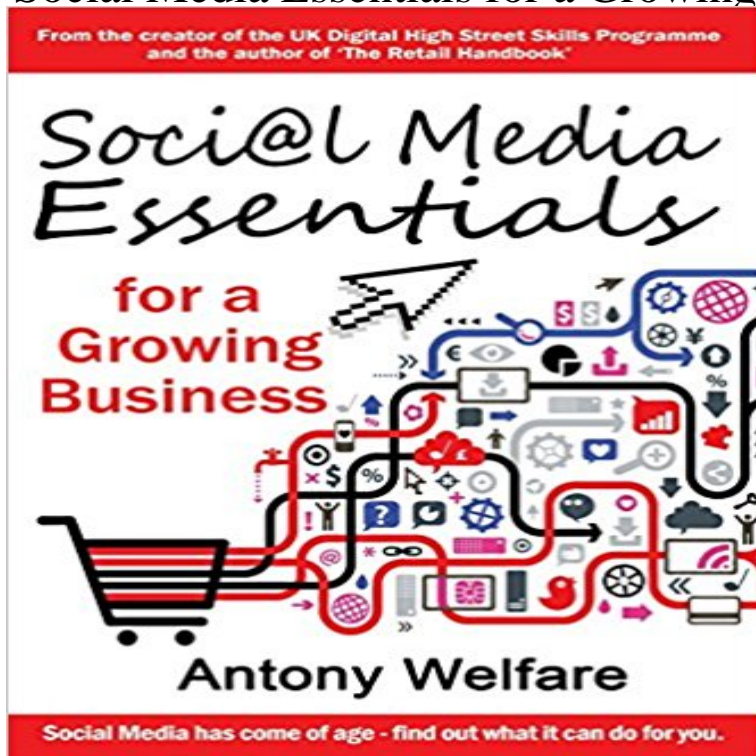


Social Media Essentials for a Growing Business



The E-Revolution has changed the world of business. Ecommerce businesses have used the internet, and social media, to make our world a much more connected and technology led environment. The speed of the growth of the internet, the technologies and social media, which make up the E-Revolution has allowed transactions to happen online. Once transactions started happening online, the business world we knew changed. Online transactions and trading has opened up a new world to all businesses. We are now in a time when all businesses must start to utilise the world we now live in where E-Transactions are common place and growing. The E-Revolution is allowing every business to transact mobile-wise and technically -wise anywhere in the world at any time. This book tells you, step-by-step what to do to raise your social media presence and grow your business. Antony is a passionate Retail expert, with over 20 years experience in the retail industry, including 15 years learning from the large retailers (Marks & Spencer, Sainsburys, Dixons Retail) and experience of smaller retailers, including the set up of a very successful online retailer.

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