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Mark W. Schaefer] [Sep-2012]**

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It's time to take the mystery out of Twitter. You're busy and don't have time to decipher the confusing world of Twitter. In less than two hours, this bestselling book will show you how to connect and start creating meaningful business and personal benefits right away! Behind every Twitter triumph, there is a well-defined success formula. This is "The Tao of Twitter" ...a path, a majestic random synergy that holds the potential to impact your daily life ...if you know that way! Through real-life examples and easy-to-follow steps, acclaimed marketing expert Mark W. Schaefer teaches you: secrets to building influence on Twitter; the formula behind every Twitter business success; 22 ways to build an audience that wants to connect to you; content strategies, time savers, and useful tips; and, 20 ways to use Twitter as a competitive advantage. Start your journey toward social media influence and business success today by learning, and following, "The Tao of Twitter"!

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