



# 10 Steps to Successful Social Networking for Business (ASTD 10 Steps Series)

*Darin Hartley*

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Social networking as a business tool is evolving, and questions still remain about how to use it effectively and securely. 10 Steps to Successful Social Networking answers those questions, covering technology, sales and brand value, how to connect social networking to key business drivers, launch plan development, success-building, how to connect your business to the world and grow market share, and how to adapt the system to business needs.

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