



# The Social Media Manifesto

*Jed Hallam*

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## **The Social Media Manifesto** Jed Hallam

The Social Media Manifesto is a handbook to enable leaders across the business to understand how social technology can be incorporated into their company. Including case studies from Google, IBM, Spotify, Unilever, and Coca-Cola, it provides insight and practical advice for managers to implement their own social business plans.

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