An easy guide to help you locate books, electronic resources, audios and videos available at the library.

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<th>BOOKS</th>
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<tr>
<td><strong>Crush it! why now is the time to cash in on your passion (1st ed.)</strong></td>
<td>Gary Vaynerchuk</td>
<td>[New York]: HarperStudio, 2009.</td>
<td>650.1 VAY (HQ)</td>
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<td><strong>How to make money with MySpace: reach millions of customers, grow your business, and find your fortune through social networking sites</strong></td>
<td>Dennis L. Prince</td>
<td>New York: McGraw-Hill, 2008.</td>
<td>658.872 PRI (HQ)</td>
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<td><strong>Know me, like me, follow me: what online social networking means for you and your business</strong></td>
<td>Penny Power</td>
<td>London: Headline Business Plus, 2009.</td>
<td>658.872 POW</td>
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<td><strong>Mom 3.0: marketing with today’s mothers by leveraging new media &amp; technology (1st ed.)</strong></td>
<td>Maria T. Bailey</td>
<td>Deadwood, OR: Wyatt–Mackenzie Pub., 2008.</td>
<td>658.830852 BAI (HQ)</td>
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<td><strong>Socialnomics: how social media transforms the way we live and do business</strong></td>
<td>Erik Qualman</td>
<td>Hoboken, NJ: John Wiley &amp; Sons, Inc., 2009.</td>
<td>330.9 QUA (HQ)</td>
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<td><strong>Tactical transparency: how leaders can leverage social media to maximize value and build their brand</strong></td>
<td>Shel Holtz</td>
<td>San Francisco, CA: Jossey–Bass, 2009.</td>
<td>658.802 HOL (HQ)</td>
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<td><strong>The Facebook era: tapping online social networks to build better products, reach new audiences, and sell more stuff</strong></td>
<td>Clara Chung-wai Shih</td>
<td>Boston: Prentice Hall, 2009.</td>
<td>658.872 SHI (HQ)</td>
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*Call no. (Location of book)
The new influencers: a marketer's guide to the new social media
Paul Gillin

The new rules of marketing and PR: how to use news releases, blogs, podcasting, viral marketing & online media to reach buyers directly
David Meerman Scott

The social factor: innovate, ignite, and win through mass collaboration and social networking
Maria Azua

Throwing sheep in the boardroom: how online social networking will transform your life, work and world
Matthew Fraser

Twitter marketing: an hour a day
Hollis Thomases
Indianapolis, Ind.: Wiley Pub., 2010. 658.872 THO (HQ)

Yes we did: an inside look at how social media built the Obama brand
Rahaf Harfoush

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Updated: Sept 2012