CONTENT MARKETING: THINK LIKE A PUBLISHER - HOW TO USE CONTENT TO MARKET ONLINE AND IN SOCIAL MEDIA

If you have a website, a blog, or even a Facebook or Twitter presence, you are a publisher. Think like one: build a digital content strategy that embraces words, images and multimedia to systematically...



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This book is a must read, not only for those who are interested in content marketing and creating good content, but for everybody who works in marketing & communication. Rebecca Lieb explains what content marketing really is ("Think like a publisher!"), shares examples, provides an overview of digital content channels and tools to measure...

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