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The Art of Social Media - Guy Kawasaki

In The Art of Social Media, Guy Kawasaki and Peg Fitzpatrick deliver valuable, actionable tips that will help you succeed in bringing value to your followers and making meaningful connections online. What I liked the most... It's not a basic how-to. As the

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subtitle would suggest, this book is packed with power tips for power users.

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In addition to an avatar, platforms permit a second, larger photo, called a “cover” (Facebook, Google+, and LinkedIn) or a “header” (Twitter). Its

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purpose is to tell a story and communicate information about what's important to you. This is where you can show a photo of your family, dog, car, product, or passion.

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The Art of Social Media -

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In The Art of War, Sun Tzu wrote: "All warfare is based on deception." Clearly, so-called fake news or information manipulation has been part of our history long before social media.

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“The Art of Social Media” is a book which is very relevant for contemporary people, whose whole lives are online. We recommend it to everyone who is on social media, and who would like to add more meaning to just being present. About Guy Kawasaki and Peg Fitzpatrick

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The influence of social media in art | Arts | DW | 28.12.2019

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