



Social Media Law for Business: A Practical Guide for Using Facebook, Twitter, Google +, and Blogs Without Stepping on Legal Land Mines

Glen Gilmore

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How to Avoid Legal Pitfalls on Social Media

Social media is where your customers are--so it's where your business has to be. Unfortunately, this space is packed with land mines that can obliterate your hard-earned success in the time it takes to click a mouse. Written in easy-to-understand, accessible language, *Social Media Law for Business* reveals your legal rights and responsibilities in the fast-moving and ever-changing social media landscape. Learn how to:

Create a social media policy for your business * Recruit, hire, and fire through social media * Share content without getting sued * Blog and run contests * Draft disclosure requirements in digital advertising

*"Glen Gilmore stands alone as the authority on social media law. **Social Media Law for Business** should become a ready reference for business leaders and digital marketers."* -- MARK SCHAEFER, bestselling author of *Return on Influence*

"Required reading not only in the classroom, but also in the boardroom--and in any business where people care about getting social media marketing right." -- PETER METHOT, managing director of executive education at Rutgers Business School

"A layperson's blueprint for minimizing the legal risks of social media marketing, while maximizing the opportunities for digital marketing success." -- AMY HOWELL, founder of Howell Marketing Strategies and coauthor of *Women in High Gear*

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Steven Deloatch:

In this period globalization it is important to someone to get information. The information will make a professional understand the condition of the world. The health of the world makes the information simpler to share. You can find a lot of recommendations to get information example: internet, newspaper, book, and soon. You can view that now, a lot of publisher in which print many kinds of book. Often the book that recommended for you is Social Media Law for Business: A Practical Guide for Using Facebook, Twitter, Google +, and Blogs Without Stepping on Legal Land Mines this reserve consist a lot of the information on the condition of this world now. This book was represented how do the world has grown up. The words styles that writer make usage of to explain it is easy to understand. Often the writer made some analysis when he makes this book. Here is why this book acceptable all of you.

John Hawkins:

As a college student exactly feel bored for you to reading. If their teacher asked them to go to the library in order to make summary for some guide, they are complained. Just tiny students that has reading's internal or real their pastime. They just do what the professor want, like asked to go to the library. They go to presently there but nothing reading seriously. Any students feel that studying is not important, boring and also can't see colorful pictures on there. Yeah, it is to get complicated. Book is very important for you. As we know that on this period of time, many ways to get whatever you want. Likewise word says, many ways to reach Chinese's country. Therefore , this Social Media Law for Business: A Practical Guide for Using Facebook, Twitter, Google +, and Blogs Without Stepping on Legal Land Mines can make you truly feel more interested to read.

Yolanda Powers:

What is your hobby? Have you heard this question when you got college students? We believe that that question was given by teacher with their students. Many kinds of hobby, Every individual has different

hobby. And also you know that little person like reading or as looking at become their hobby. You have to know that reading is very important in addition to book as to be the point. Book is important thing to incorporate you knowledge, except your teacher or lecturer. You will find good news or update regarding something by book. Amount types of books that can you take to be your object. One of them is niagra Social Media Law for Business: A Practical Guide for Using Facebook, Twitter, Google +, and Blogs Without Stepping on Legal Land Mines.

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