

42 Rules for a Web Presence That Wins: Essential Business Strategy for Website and Social Media Success



This book is for business owners, executives and managers, associations and nonprofit organizations who want to understand what it takes to create and sustain a successful web presence. It provides a fast, but thought-provoking read that offers a 30,000 ft eagle-eye perspective on the many considerations for thinking through and implementing an effective website and social media profile. The book is divided into four main sections: Management-level Issues, Setting Strategy and Tactics, Creating Content That Makes Connections, and Measuring Results. The 42 Rules are based on Philippa's 15-plus years of consulting experience and research into what works at a practical level, and are illustrated with real-life examples from her clients, audiences and colleagues. Each rule is designed to help readers determine if the issue or idea that's being presented is pertinent to their specific situation. It explains the overall concept, and offers an immediately applicable example, case study, or other ideas from over 30 contributing experts including Rob Siefker, Director of Zappos Customer Loyalty Team, Françoise Gilbert, author of *The Global Privacy Book*, John Yunker, author of *The Art of the Global Gateway*, and Dan Burrus, author of *Flash Foresight*.

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