



## There Is No Secret Sauce: A Strategic Guide to Social Media

By Adam Metz

Fastpencil, United States, 2010. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Adam Metz is the Principal at Metz Consulting, a social customer management-consulting firm that teaches brands how to acquire, manage, monetize and retain customers from the social web. He is currently at work on a second book, The Social Customer, for McGraw Hill Professional, due out in 2011. Metz has consulted with over 65 consumer and tech brands, including Hershey s Chocolate, Waggin Train Pet Food, Wente Vineyards (top 30 winery) Pirate s Booty, MBT Shoes, Obama Girl (Barely Political), Passport Hotels, Hollywood Park Racetrack, The San Francisco Convention and Visitor s Bureau, Sonoma County, Mighty Leaf Tea, Timbuk2 bags, and dozens of others.

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