



## **Social Media Reading**

Looking to find out how social media can help your business? An integrated communications strategy that employs both SEO techniques and a multi-faceted communications strategy can help take your business' marketing to the next level. We recommend the following books to help you to develop an effective strategy:

*The New Rules of Marketing & PR*  
By David Meerman Scott

*World Wide Rave*  
By David Meerman Scott

*Can We Do That?! Outrageous PR Stunts That Work and Why Your Company Needs Them*  
By Peter Shankman

*Secrets of Social Media Marketing: How to Use Online Conversations and Customer Communities to Turbo-Charge Your Business!*  
By Paul Gillin

*Groundswell: Winning in a World Transformed by Social Technologies*  
By Charlene Li and Josh Bernoff