



Das Twitter-Buch (German Edition)

Tim O'Reilly, Sarah Milstein, Corina Pahrman, Volker Bombien, Nathalie Pelz

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Twitter ist als Plattform zum Austausch privater Nachrichten gestartet, doch die letzten Jahre haben gezeigt, dass der Microblogging-Dienst noch ganz andere Stärken hat: Immer wieder gibt es weltpolitische Ereignisse, die als Erstes auf Twitter vermeldet werden, und auch Trends lassen sich hier gut beobachten. Darüber hinaus kommt Twitter häufig in beruflichen Zusammenhängen zum Einsatz – sei es zum direkten Austausch mit Kunden oder als PR-Instrument in der Unternehmenskommunikation. Dieses Buch begleitet Sie bei den ersten Schritten mit Twitter und macht Sie mit dem typischen Jargon vertraut. Sie erfahren, wie Sie sich mit anderen Twitterern vernetzen, interessante Inhalte wie Links und Fotos teilen und die Plattform für Recherchezwecke nutzen. Auch der Einsatz von Twitter im Unternehmen und das Zusammenspiel mit Facebook und einem Blog werden behandelt. Die Autoren Tim O'Reilly und Sarah Milstein sind bekennende Twitter-Fans und geben in diesem Buch wertvolle Einblicke in ihre Erfahrungen mit der Plattform. Die dritte, deutsche Auflage wurde von den Twitter-Liebhabern Volker Bombien, Corina Pahrman und Nathalie Pelz überarbeitet und um Informationen aus dem deutschsprachigen Twitterversum ergänzt.

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