



The New Handshake: Sales Meets Social Media

Joan C. Curtis, Barbara Giamanco

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This book offers an up-to-date and definitive explanation of how to build relationships via social media in the sales process and is a guide to encouraging sales people to embrace these revolutionary techniques.

- Enlightening case studies of the use of social media in sales, including Facebook, Twitter, LinkedIn, blogging, and social bookmarking
- Written with the input of contributing experts in the field of social networking, sales, communication, and consumer purchasing behavior
- Includes ten ways to boost ROI using the "New Handshake" methods
- Illustrations depicting the Tannebaum and Schmidt decision-making model, as well as screenshots from blogs, Constant Contact, Delicious, Digg, and LinkedIn
- A complete bibliography serves as a handy resource guide

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