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Publicize Your Brand 2016 By Lisa Buyer**

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## **Uf professor, author and entrepreneur: lisa buyer | her campus**

Posted Oct 12 2016 - 12:23am She recently launched a 3rd edition of her book, Social PR Secrets, that on how to optimize, socialize and publicize online public relations campaign', in 2006, how did you adapt to the changing technology world? don't focus on your social media from a personal branding standpoint.

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Editorial Reviews. Review. "The best approach to generating media attention and to reaching Social PR Secrets: How to Optimize, Socialize, and Publicize Your Brand: A public relations, File Size: 2426 KB; Print Length: 306 pages; Publisher: JETLAUNCH; Third Edition 2016 edition (September 8, 2013); Publication

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UBC Social Media Intelligence Course (LIBR559D). Social PR Secrets: How to Optimize, Socialize, and Publicize Your Brand's Abdul-Mageed, M. (2016).

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My recommendation is to choose several consultants/agencies that fit your needs, your Brand Strategy, Marketing Strategy, Web Design, Content Strategy, Social .. Lisa Buyer, Author of "Social PR Secrets" and named one of the top Digital on how to optimize, socialize and publicize online public relations campaigns.

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