



The Social Media WHY: A Busy Professionals Practical Guide to Using Social Media Including LinkedIn, Facebook, Twitter , YouTube, Pinterest, Google+ and Blogs for Business

Crystal Washington

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The Internet and social media have created a new group of Haves and Have-Nots in business. The Haves enjoy a competitive advantage, access to nearly unlimited information, and are pushing the Have-Nots out of leadership roles (and sometimes jobs) in organizations. In *The Social Media WHY*, marketing strategist and international speaker Crystal Washington dispels the myths surrounding using social media for business and concisely demonstrates the very practical ways that innovative professionals are using social media to become more efficient, effective and connected.

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