

References & Recommended Reading List

Barger, C. (2011) *The Social Media Strategist: Build a Successful Program from the Inside Out*

Kabani, S. and Brogan, C. (2010) *The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue*

Qualmann, E. (2010) *Socialnomics; How Social Media Transforms the Way We Live and Do Business*

Safko, L. (2012) *The Social Media Bible: Tactics, Tools and Strategies for Business Success*

Singh, S. and Diamond, S. (2012) *Social Media For Dummies*