



Social Media Book Introduces Small Business to Successful Internet Marketing to Help Revive Economy

Martin Brossman and Anora McGaha launch Social Media for Business, a complete anthology designed to help small businesses succeed with social media in hopes of reviving the American economy.

Aug. 8, 2011 - [PRLog](#) -- RALEIGH, NC – Martin Brossman and Anora McGaha, co-authors of Social Media for Business, an Outer Banks Publishing Group book, held a "book launch" on Thursday, August 4 at The Center for Excellence on Six Forks Road South in Raleigh, North Carolina.

Celebrating Mr. Brossman's third social media book, and Ms. McGaha's first book, the authors offered door prizes at the event including a social media consultation by Martin Brossman & Associates and a Kindle ebook reader. Catering for the event was by Catering by Design.

Social Media for Business is available on Amazon
<http://www.amazon.com/Social-Media-Business-Online-Marketing/dp/0982993188>

Mr. Brossman's first book on social media, Brossman's Social Media and Online Resource Directory for Business, had a North Carolina focus. Mr. Brossman said he received overwhelming feedback from his readers to produce a national, more comprehensive version that would cover the entire spectrum of social media and its use in business.

For Social Media for Business, Mr. Brossman partnered with Ms. McGaha, a social media manager and Internet researcher, to write and edit the book. They included chapters from twenty contributors to deepen the coverage and expertise, covering audio and video, mobile, Facebook and LinkedIn ads, articles, press releases in addition to dozens of other topics.

Social Media for Business includes a section on perspectives about social media and Internet marketing with a rich collection of articles; a large central section on the building blocks of social media and the Internet; and a substantial section on online marketing through social media. Visit the Social Media for Business web site for more information on these topics at <http://thesocialmediaforbusinessbook.com>

“Social Media for Business is particularly valuable for the micro-business and solo professional, as well as small businesses with under 25 employees because it was written by micro-business and solo professionals who bring their own fresh experience and research,” said Ms. McGaha. “Readers will learn about building, establishing and maintaining a strong, genuine, appropriate multi-dimensional presence for their business on social media and other Internet channels.”

Mr. Brossman, who has been using and teaching LinkedIn since 2006, and is the leading trainer of social media and business success for small businesses in North Carolina, brings fascinating insight and perspectives to the book.

Mr. Brossman's second social media book, Linking Into Sales, was written with fellow LinkedIn expert and community builder Greg Hyer, to show readers how to use LinkedIn to increase sales.

"My personal and professional mission is to help individuals live lives so meaningful it moves them and others to tears," Mr. Brossman said. "Extending out from that, it is to help micro-business thrive for a grassroots rebuilding of the American economy. This book sets out to give a solid and motivating push for small businesses to use social media and online marketing to be successful in business."

The audience for *Social Media for Business* is both the newcomer to social media and online marketing, as well as the experienced practitioner. "Each reader will take out different insights based on their experience and needs," said Ms. McGaha.

"I don't think there is a single book on the market that covers so expertly every aspect of social media," said Anthony S. Policastro, Publisher of Outer Banks Publishing Group. "And what makes this book so valuable is that the contributors provided honest and frank viewpoints on their particular expertise based on actual experience. It's like being in a room with all of them and they are telling me the best practices and techniques to be successful using social media."

Anora McGaha is a writer and author, with three years of experience in social media management and Internet research. Prior to that her career spanned twenty years in marketing communications and business analysis. She provides training and consulting on Internet publicity, social media and online marketing and is an associate with Martin Brossman & Associates and Carolina Web Consultants, Inc. For more information visit her LinkedIn site at <http://www.linkedin.com/in/anoramcgaha>

Martin Brossman is a success coach, speaker, trainer, and author specializing in teaching social media and business success to accelerate growth for entrepreneurs and small businesses. He's the founding director of Martin Brossman & Associates and collaborates with micro-business and solo-professionals in delivering the latest training and services. He is the author of three books on social media; travels and trains frequently; and is a powerful keynote speaker on dozens of relevant topics. An early user of LinkedIn, Brossman has built a meaningful and significant network of his own. For more information see his LinkedIn site at <http://www.linkedin.com/in/martinbrossman>

Social Media for Business is available on Amazon
<http://www.amazon.com/Social-Media-Business-Online-Marketing/dp/0982993188>

For bulk orders contact info@thesocialmediaforbusinessbook.com with details to receive a discount code.

Visit Outer Banks Publishing Group at <http://www.outerbankspublishing.com>

Social Media for Business

Publication Date: July 2011

ISBN/13:978-0-9829931-8-7

ISBN/10:098299318

Page Count: 254

Binding Type: Trade Paperback

Size: 6" x 9"

###

Outer Banks Publishing is one of the first publishing house of its kind to use the latest digital printing technologies, social networking, virtual marketing, and the Internet to publish, promote, and sell your book.

--- End ---

Source Outer Banks Publishing Group
City/Town Outer Banks
State/Province North Carolina
Country United States
Industry [Business](#), [Internet](#), [Home business](#)
Tags [Social Media](#), [Small Business](#), [Facebook](#), [Linkedin](#), [Twitter](#), [Martin Brossman](#), [Anora McGaha](#),
[American Economy](#)
Link <https://prlog.org/11615820>



Scan this QR Code with your SmartPhone to-

- * Read this news online
- * Contact author
- * Bookmark or share online