



# Networking to Win: How to Use the Power of Social Media to Sign New Clients and Build New Business

*Steve Bookbinder, John K. Waters*

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Social media networks are the fastest, most cost-efficient, and effective way for businesses to expand their business and promote their products. Steve Bookbinder, social media business guru, and John K. Waters, veteran hi-tech report, show businesses how to take advantage of the Facebook, LinkedIn, and Twitter, along with dozens of other social media sites to access millions of potential clients and customer.

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