

SOCIAL MEDIA



A SELECT READING LIST

Resources available at SIM Library

July 2009

BOOKS

1. [The 7 essential steps to successful eBay marketing: creative strategies to boost profits now](#), by Janelle Elms. New York: McGraw-Hill, 2005.
381.177 ELM (HQ)
2. [Advertising 2.0: social media marketing in a web 2.0 world](#), by Tracy L. Tuten. Westport, Connecticut: Praeger, 2008.
659.144 TUT (HQ)
3. [Affiliate millions: make a fortune using search marketing on Google and beyond](#), by Anthony Borelli. Hoboken, N.J.: John Wiley & Sons, 2007.
658.872 BOR (HQ)
4. [Blogging for business: everything you need to know and why you should care](#), by Shel Holtz. Chicago, Ill.: Kaplan Pub., 2006.
006.7 HOL (HQ)
5. [Blog marketing: the revolutionary new way to increase sales, build your brand, and get exceptional results](#), by Jeremy Wright. New York: McGraw-Hill, 2006.
658.872 WRI (HQ)
6. [How to make money with MySpace: reach millions of customers, grow your business, and find your fortune through social networking sites](#), by Dennis L. Prince. New York: McGraw-Hill, 2008.
658.872 PRI (HQ)
7. [How to say it: marketing with new media: a guide to promoting your small business using websites, e-zines, blogs, and podcasts](#), by Lena Claxton. New York: Prentice Hall, 2008.
658.872 CLA (HQ)
8. [Make a fortune promoting other people's stuff online: how affiliate marketing can make you rich](#), by Rosalind Gardner. New York: McGraw-Hill, 2007.
658.872 GAR (HQ)

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9. [Marketing to the social web: how digital customer communities build your business](#), by Larry Weber. 2nd ed. Hoboken, NJ: John Wiley & Sons, 2009.

658.872 WEB (HQ)

12. [The new rules of marketing and PR: how to use news releases, blogs, podcasting, viral marketing & online media to reach buyers directly](#), by David Meerman Scott. Hoboken, NJ: John Wiley & Sons, Inc., 2007.

658.872 SCO (HQ)

10. [Naked conversations: how blogs are changing the way businesses talk with customers](#), by Shel Israel. Hoboken, NJ: John Wiley, 2006.

659.2 SCO (HQ / MH)

13. [Search engine marketing, Inc.: driving search traffic to your company's web site](#), by Mike Moran. Upper Saddle River, NJ: IBM Press / Pearson plc, 2006.

658.84 MOR (HQ)

11. [The new influencers: a marketer's guide to the new social media](#), by Paul Gillin. California: Quill Driver Books, 2007.

658.872 GIL (HQ)

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