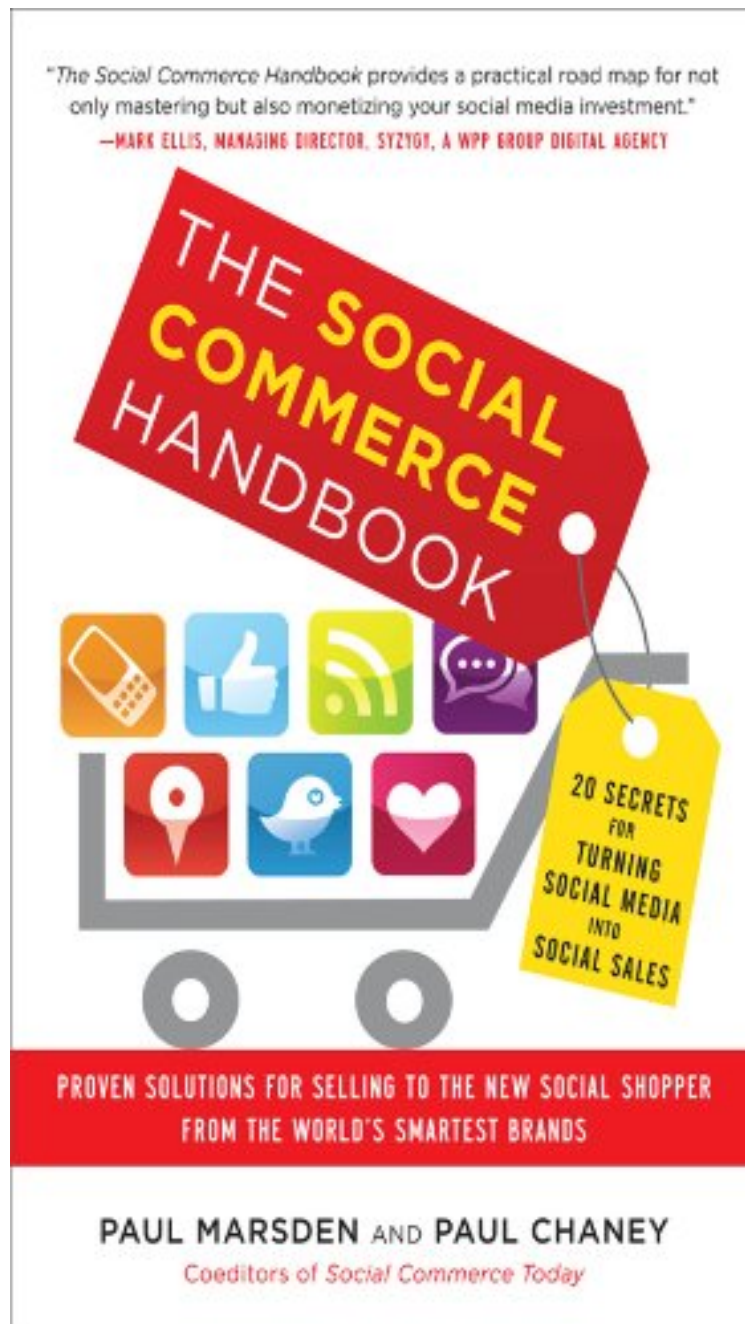


The Social Commerce Handbook: 20 Secrets for Turning Social Media into Social Sales

Paul Marsden, Paul Chaney

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About the Author
Paul Marsden, PhD, is a consumer psychologist with the advertising group WPP and specializes in digital technology, brand communication, and shopper marketing. Paul Chaney provides Internet marketing, social media, and social commerce consulting to small- and medium-sized businesses, agencies, and nonprofit organizations.