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April 28th 2011: HOW TO OPTIMIZE THROUGH SOCIAL NETWORKING

In this brave new virtual world we "blah, blah, blah" all day on Facebook, Twitter, LinkedIn and other social media platforms. If you aren't a complete slacker, you are probably trying to use these tools to maximize business opportunity. This show will share the tips in how you can maximize your social media capital. Garrett MacDonald, Regional Manager, Business Development, American Express Corporate Services and Jennifer Beever, President, New Incite share the tricks of the trade.



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