

Title of the book

Fundamentals of Social Media Marketing

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About the Book

This Book with the title 'Fundamentals of Social Media Marketing' covers the Fundamentals of Social Media Marketing. The five chapters' of this book was written in an easily digestible and reproducible format with required information. An effort has been made to present the book in this form and if it proves helpful to the students, we shall consider my effort has been amply rewarded.

Cover Page



Ramya John is working as Assistant Professor & Head, at Department of Commerce, Mercy college, Palakkad. She has teaching experience of 15 years and currently pursuing PhD in Online retailing at Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. She has completed 1 UGC funded Minor project and has more than 10 publications in various prestigious journals.

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