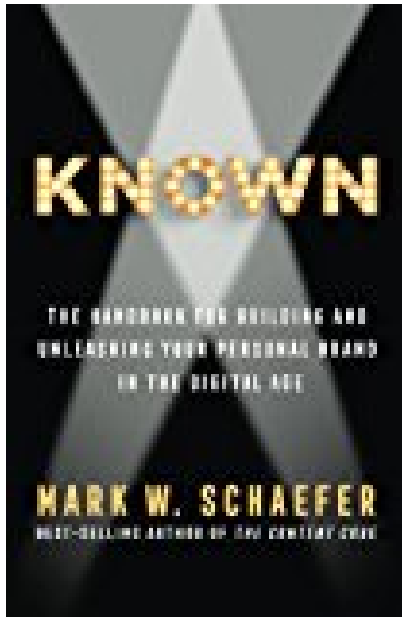


# KNOWN The handbook for building and unleashing your personal brand in the digital age

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## BOOK DETAILS

- Author : Mark W. Schaefer
- Pages : 256 Pages
- Publisher : Mark W. Schaefer
- Language : English
- ISBN : 0692816062

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## **BOOK SYNOPSIS**

"Exploring the six factors that will help you break through the overwhelming wall of information density to win at marketing now ... beyond content, beyond social media, beyond web traffic and Search Engine Optimization. The Content Code starts where your current marketing plan ends, and provides the launch code for next-level success. The book dives deeply into the true value of social media marketing and the steps companies need to enable to achieve measurable results. A pioneering book that explores the psychology of sharing, it is also highly practical, offering hundreds of ideas that can be used by organizations of any size and any budget. Book highlights include in-depth explorations on the connection between brand and content transmission, a focus on audiences that will move content, practical steps to build shareability into all your content, and the new role of promotion, distribution and SEO in a very competitive, digital world"--Publishers description.

### **KNOWN THE HANDBOOK FOR BUILDING AND UNLEASHING YOUR**

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