

## The 4 Billion Dollar Tweet

\\"The 4 Billion Dollar Tweet\\" by Ryan Holmes The 4 Billion Dollar Tweet

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Ideal for leaders looking to expand their connections with customers and employees, avert crisis and fuel growth, The Four Billion Dollar Tweet offers an

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accessible introduction to leadership communication through social media. It can take just a few minutes to get up to speed.

The 4 Billion Dollar Tweet: A Guide for Getting Leaders ...

As "The 4 Billion Dollar Tweet" points out, social media is more than a place to share what you ate at a restaurant or a selfie. It is a communication channel that revolutionized how almost everyone (2 billion of us, according to Statista.com) in the world communicate with each other. Social media is replacing traditional sources of media including news stations, TV, and magazines.

Ignoring Tweets? The 4-Billion Dollar Mistake One Company ...

The 4 Billion Dollar Tweet isn't all scare mongering. It's a very design-focussed 123 pages of the current tools of communication. I refuse to call them new because they aren't. This book is written to entice the laggards along.

The 4 Billion Dollar Tweet - Book Review

The 4 Billion Dollar Tweet: A Guide For Getting Leaders Off The Social Sidelines by Ryan Holmes A serial entrepreneur, Ryan Holmes started his first business in high school and quickly opened a string of ventures, from a pizza restaurant to a digital media agency, before founding Hootsuite in 2008.

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Ideal for leaders looking to expand their connections with customers and employees, avert crisis and fuel growth, The 4 Billion Dollar Tweet offers an accessible introduction to leadership communication through social media. It can take just a few minutes to get up to speed. But it might just cost you a few billion dollars not to.

The 4 Billion Dollar Tweet: Ryan Holmes: 9780692846711 ...

If we step back to the title of the book, The 4 Billion Dollar Tweet refers back to a tweet that Donald Trump sent out to Lockheed Martin in December 2016. Now because of that message, four billion...

Is your company ready for the \$4 billion tweet? | ZDNet

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However, after Rocket's manager Daryl Morey tweeted "Fight for freedom, stand with Hong Kong," all hell broke loose. The Chinese Basketball Association, headed by former Rocket's superstar Yao Ming, cut ties with the NBA. A \$4 billion dollar tweet | Wall Street Oasis Skip to main content

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Here are three reasons why the 4 Billion Dollar Tweet is a worthwhile read: 1) The guide serves two audiences: marketers and business leaders. There are many books available today that teach marketers how to better utilize social media and why leaders should be active on social networks, but rarely is the why and the how included that assists both audiences.

Amazon.com: Customer reviews: The 4 Billion Dollar Tweet

The 4 Billion Dollar Tweet: A Guide for Getting Leaders Off the Social Sidelines

eBook: Holmes, Ryan: Amazon.com.au: Kindle Store

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Elon Musk Just Made \$1.4 Billion From a Single Tweet

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