



# Das Facebook-Buch (German Edition)

*Annette Schwindt*

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## **Das Facebook-Buch (German Edition)** Annette Schwindt

Facebook ist allgegenwärtig und entwickelt sich zunehmend zum Web im Web: Immer mehr Menschen vernetzen sich dort mit ihren Freunden, Bekannten und Geschäftspartnern, tauschen Nachrichten und Informationen aus, empfehlen einander interessante Artikel, Videos oder Veranstaltungen oder beteiligen sich an interaktiven Spielen. Und auch im wirtschaftlichen, öffentlichen und kulturellen Leben wächst die Bedeutung von Facebook unaufhaltsam: Immer mehr Unternehmen, Organisationen oder Künstler ergreifen die Chance, auf Facebook in direkten Austausch mit ihren Kunden oder Fans zu treten und ihnen zusätzliche Services und Informationen anzubieten.

Das ausgesprochen erfolgreiche Facebook-Buch von Annette Schwindt informiert auch in der zweiten, vollständig überarbeiteten und aktualisierten Auflage über die vielfältigen Möglichkeiten der populären Kommunikationsplattform und gibt jede Menge konkrete Empfehlungen für ihre Nutzung.

Möchten Sie Facebook für sich entdecken, zusätzliche Features kennenlernen, mehr über den Schutz Ihrer Privatsphäre lernen oder eine Fanseite für Ihr Unternehmen einrichten? Im Facebook-Buch erfahren Sie, was Sie dazu wissen müssen – und noch vieles mehr.

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