



# **Social Media in Action: Comprehensive Guide for Architecture, Engineering, Planning and Environmental Consulting Firms**

*Amanda Walter, Holly Berkley*

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Written by two industry experts, Social Media in Action was developed exclusively for Architecture, Engineering, Planning and Environmental Consulting Firms. This social media marketing book is the first of its kind, as it deep dives into the A/E industry and its use of social media by providing expert analysis of the current online marketing and social media strategies happening right now, in the industry. Throughout the book, you'll learn what is working and what is not, as well as new ideas that should and will be implemented in the near future. You'll also get insight into industry specific case studies, interviews with industry leaders and a communication action plan specific to your business goals and objectives.

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