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Jim sterne (author of social media metrics) -

Jim Sterne is the author of Social Media Metrics (3.33 avg rating, 109 ratings, 15 reviews, published 2010), Web Metrics (3.40 avg rating, 20 ratings, 0

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Social Media Metrics: How to Measure and Optimize Your Marketing Investment (New Rules of Social Media) Autor: Jim Sterne; Verlag: John Wiley & Sons

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Measuring Social Media: How to Measure and Optimize Your Marketing Investment. Jim Sterne is a Web strategy consultant and founder of eMetrics Marketing

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Customer Strategy & Marketing; Jim. Social Media Metrics: How to Measure and Optimize Your Marketing Investment. Wiley, 2010.

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