



Behave!: Stilsicher in sozialen Netzwerken (German Edition)

Franziska von Malaisé

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Soziale Netzwerke haben unsere Kommunikation und Selbstdarstellung revolutioniert. Aber gerade die »Generation Facebook« läuft Gefahr, zu vielen zu viel von sich zu verraten – und das im gnadenlosen Erinnerungsspeicher Internet. Privatpersonen und Unternehmen hinterlassen permanent einen digitalen Fingerabdruck. Diffamierende Kritik, üble Nachrede oder Falschmeldungen können gravierende Folgen nach sich ziehen. Deshalb gilt es auch in der digitalen Welt Umgangsformen zu etablieren und zu pflegen. Ein stilvoller Auftritt in Social Medias kann sehr viel zum Erfolg beitragen.

Dieses ebenso amüsante wie charmante Handbuch erläutert die wichtigsten dos & don'ts im digitalen Gespräch auf Facebook, Twitter oder Xing.

Der erste Knigge für Facebook, Twitter und Co

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