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# THE CONTENT GRAPH



Lulu.com, United Kingdom, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. The Content Graph helps explains how content behaves in an online environment. Understanding that behavior is essential for creating effective social marketing strategies. Knowingly or not, we are all acting like media companies, broadcasting our ideas, attitudes, beliefs, opinions and sharing intimate details of our lives to an ever growing circle of contacts. Six degrees of separation are...

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- Authored by Bruce May
- Released at 2012



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