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By Olivier Blanchard

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<http://www.socialmediatoday.com/content/social-media-roi-managing-customer-expectations>

Review of Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization, by Olivier Blanchard, Boston: Que Publishing, 2011, 350 pages
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who has been teaching Social Media ROI to diverse audience His interest in managing people and applying his research to gather insights has enabled him to
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