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Social Media for Lawyers: The Next Frontier

Carolyn Elefant, Nicole Black

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Social Media for Lawyers: The Next Frontier Carolyn Elefant, Nicole Black
Many lawyers view social media as a passing fad, but lawyers who dismiss social media do so at their peril. This cutting-edge guide shows lawyers how to use a practical, goal-centric approach to social media. By enabling lawyers to identify the social media platforms and tools that fit their practice, lawyers can implement them easily, efficiently, and ethically. Written by two lawyers, this book is designed with both the novice and advanced user in mind.

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