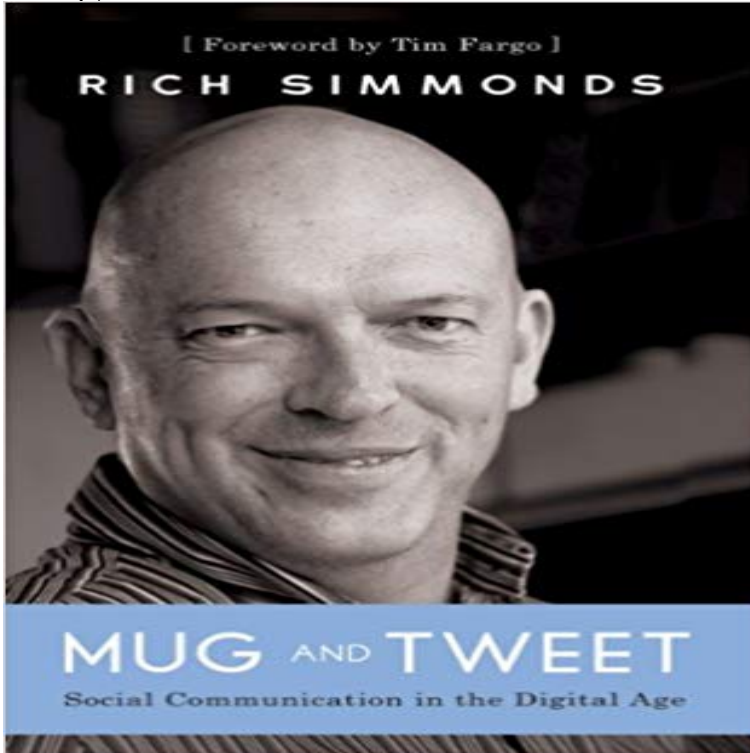


Mug and Tweet: Social Communication in the Digital Age



The core focus of this book is the examination of Social Communication, and just why Social Communication is the most powerful skill in the skill set required ensuring success in the Digital Age. (Social Communication can be defined as the interactions that occur within social and business relationships.) The book looks at why developing an understanding of human behaviour gives insight into how to make these relationships more powerful, deep and effective. This book will provide readers with: An understanding of what Social Communication is A way to open ourselves to communicating more effectively How to effectively implement this new communication system.

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