

**The Social Media Business Equation By Eve Mayer  
Orsburn**

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Creator: Orsburn, Eve Mayer. Publisher: Boston : Course Technology/Cengage Learning, c2012.

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Eve Mayer Orsburn is the author of The Social Media Business Equation (3.23 avg rating, 22 ratings, 5 reviews, published 2011), Social Media for the CEO

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Eve Mayer is the CEO and owner of Social Media Delivered, and the author of Social Media for the CEO and The Social Media Business Equation. She is a

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Eve Mayer is a keynote speaker, CMO of @SplashMedia, Author of The Social Media Business Equation, company culture strategist, managing millennial pro.

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Eve is the author of the Social Media for the CEO and The Social Media Business Equation and Get It Girl Guide to Online Dating. Eve hosts the video series

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Eve is the author of Social Media for the CEO and The Social Media Business Equation, and is the founder/CEO of [www.SocialMediaDelivered.com](http://www.SocialMediaDelivered.com), one of the

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Eve Mayer is CMO of Splash Media. She is also the author of Social Media for the CEO, The Social Media Business Equation, and Get It Girl Guide to Online

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