

Mundo Twitter

Twitter World



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Those with a romantic vision of innovation and creativity may be surprised or even indignant that a technological tool which only allows you to exchange messages of 140 characters should have turned into one of the most powerful means of communication in history. Twitter has revolutionised the way people communicate and the way they send information to such an extent that it played a key role in the uprising in Egypt.

José Luis Orihuela explains the secrets of this phenomenon that now has over 200 million users around the world and sends over 130 million messages a day. This book will teach you how to write in 140 characters and show you how you can use this professionally, for online marketing.

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