



The Twitter Book

Tim O'Reilly, Sarah Milstein

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Twitter is not just for talking about your breakfast anymore. It's become an indispensable communications tool for businesses, non-profits, celebrities, and people around the globe. With the second edition of this friendly, full-color guide, you'll quickly get up to speed not only on standard features, but also on new options and nuanced uses that will help you tweet with confidence.

Co-written by two widely recognized Twitter experts, *The Twitter Book* is packed with all-new real-world examples, solid advice, and clear explanations guaranteed to turn you into a power user.

- Use Twitter to connect with colleagues, customers, family, and friends
- Stand out on Twitter
- Avoid common gaffes and pitfalls
- Build a critical communications channel with Twitter—and use the best third-party tools to manage it.

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