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Building on his acclaimed work *How to Use Web 2.0 in Your Library*, social media guru Bradley explains exactly how libraries can get the most out of the gamut of social and real-time media technologies available. Chapters describe innovations like social networking, presentations, social search engines, Twitter, and Web 3.0. Illustrations guide readers through each step of creating a range of resources, and a companion Web site, including podcasts from the author, keeps readers up to date with this fast-changing area.

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