

# SOCIAL MEDIA STRATEGY

## The ZHAW/Lardi Social Media Strategy Framework

The ZHAW/Lardi Social Media Strategy framework presented in the book «Social Media Strategy» by Kamales Lardi and Rainer Fuchs offers a unique, comprehensive, end-to-end approach. It takes a company from the point of understanding the value of social media for business to the point of implementing a solution that meets its business needs.

