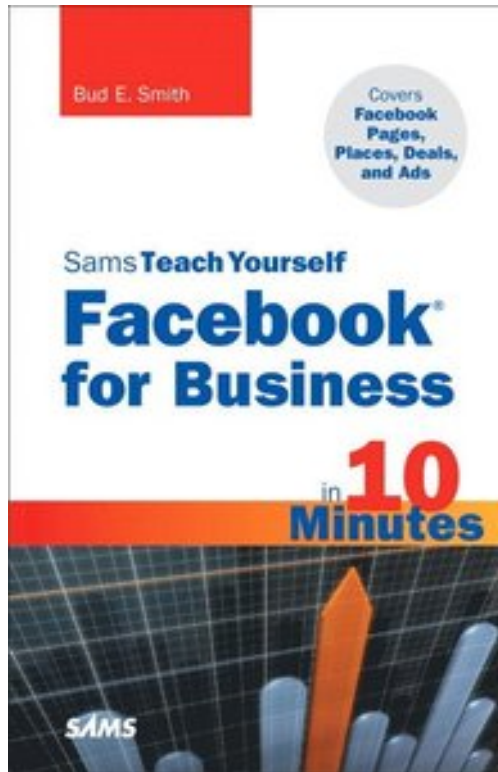


# Sams Teach Yourself Facebook for Business in 10 Minutes: Covers Facebook Places, Facebook Deals and Facebook Ads

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*Sams Teach Yourself Facebook for Business in 10 Minutes* gives you straightforward, practical answers when you need fast results. By working through its 10-minute lessons, you'll learn how to profit from Facebook's powerful new business tools: Facebook Pages, Places, Deals, Ads, and more! Tips point out shortcuts and solutions; Cautions help you avoid common pitfalls; Notes provide additional information.

10 minutes is all you need to learn how to

- Define your Facebook-centric online business strategy
- Plan and create your business-friendly personal Facebook

page

- Create a Facebook Page, also known as a fan page, for your business
  - Build your Wall with customer-focused status updates
  - Create more effective Info, Photos, and Discussions tabs
    - Find and install Apps that can help your business
- Claim and edit your Facebook Places page, and get customers to check in
- Plan, target, write, and design low-cost Facebook Ads that work
  - Promote your Facebook presence and track its impact
    - Offer Facebook Deals that attract new customers
    - Avoid common Facebook business mistakes



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