Conversation and Community: The Social Web for Documentation

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Anne Gentle's *Conversation and Community* has become the go-to reference for social media and technical communication. Her clear-eyed survey of the social media landscape has been adopted by many universities and is widely used by technical communicators. Now, in this second edition, she has updated and expanded her book, adding chapters on building a content strategy, analyzing web techniques, and developing an open source strategy. With more interviews and case studies, this is your guide to the new world of technical communication and social media.

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