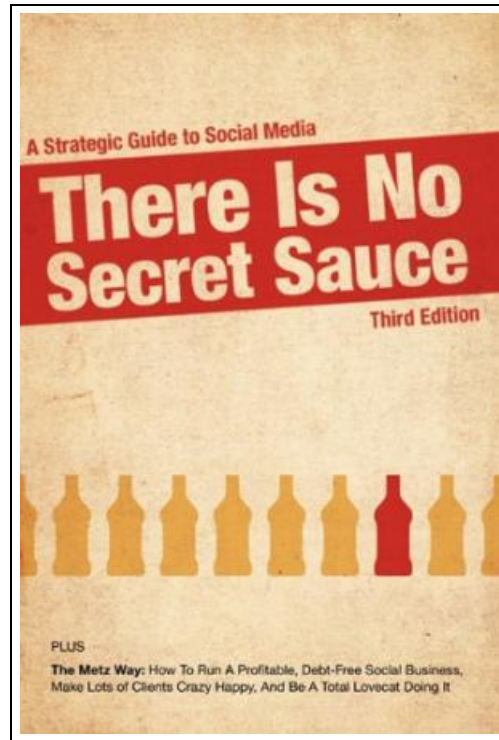


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Fastpencil, United States, 2010. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Adam Metz is the Principal at Metz Consulting, a social customer management consulting firm that teaches brands how to acquire, manage, monetize and retain customers from the social web. He is currently at work on a second book, *The Social Customer*, for McGraw Hill Professional, due out in 2011. Metz has consulted with over 65 consumer and tech brands, including Hershey's Chocolate, Waggin Train Pet Food, Wente Vineyards (top 30 winery) Pirate's Booty, MBT Shoes, Obama Girl (Barely Political), Passport Hotels, Hollywood Park Racetrack, The San Francisco Convention and Visitor's Bureau, Sonoma County, Mighty Leaf Tea, Timbuk2 bags, and dozens of others.



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