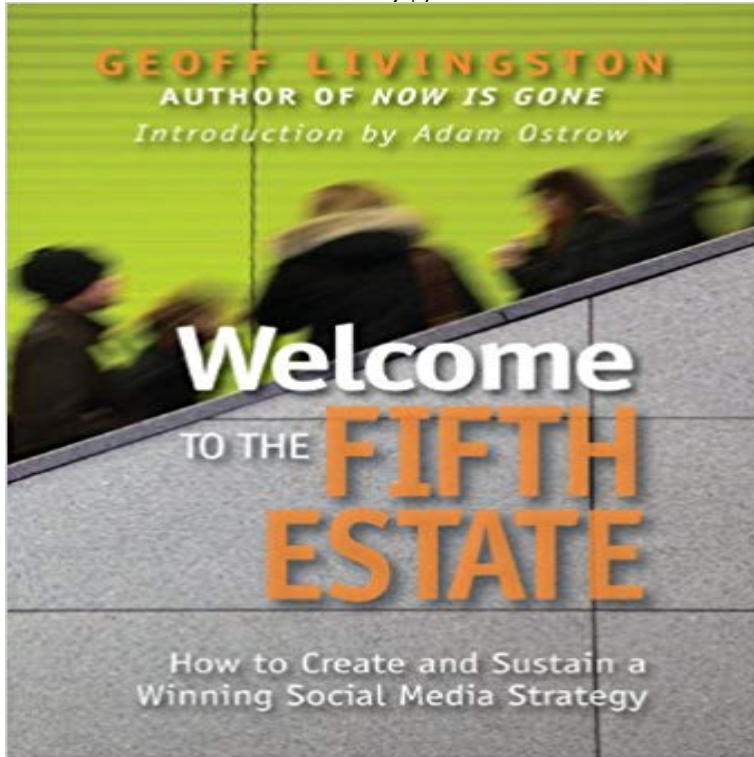


# Welcome to the Fifth Estate: How to Create and Sustain a Winning Social Media Strategy



Geoff Livingston, author of *Now is Gone*, returns with *Welcome to the Fifth Estate*, a refreshing, honest, and practical look at citizen media. Grounded in years of award-winning media campaign experience, *Welcome to the Fifth Estate* delivers the critical guidance needed to build a successful, sustainable social media program.

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