The sections in "The Big Book of Social Media" were organized in a way that was very easy to understand. The writing was not too technical, so any audience should be able to appreciate it. This book would be especially beneficial for people who are novices with social media and have had a hard time understanding other guides. Throughout the book, URLs are provided so the reader can easily reference the things that are being talked about online. Even non-novices should be able to appreciate "The Big Book of Social Media," especially when the book delves into the analytics. Reading this book sho