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Alex is also the author of a companion volume to this book, the Marketing Kit For Dummies (Wiley), which includes more detailed coverage of many of the hands-on topics involved in creating great advertising, direct mail letters, Web sites, publicity campaigns, and marketing plans.

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As with most Dummies guides, this one is well-done, and spends at least as much time on the whys of Facebook marketing as the how-tos. That dedication to offering a firm grounding in the very basics of marketing is what manages to keep it relevant, despite the fact that (less than a year after publication) a good deal of its FB pointers are obsolete due to the rollout of a little thing called

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