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BUILDING A PREDICTIVE MODEL FOR TRENDING HASHTAGS ON THE SOCIAL MEDIA PLATFORM T (PAPERBACK)



Createspace Independent Publishing Platform, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. This book looks at how trending topics occur on Twitter, specifically interactive ones with hashtags in order to gain a better understanding from a marketing perspective exactly what it takes to create a trend on Twitter.

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- Authored by Cora Harrison
- Released at 2015



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