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Sales

Navigating the Social Media Minefield



Social networks are growing in popularity and corporate usefulness. But there's a fine line between personal and professional networking on the Web, and missteps can be treacherous. As a result, some companies simply ban social sites in the workplace. A wiser approach might be to come up with a strong policy to regulate them. Here are some issues for businesses to consider in terms of monitoring online activities.

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The Post Office Can Help You Improve Sales



The devil is in the details and even the smallest change can make a big difference in your company's direct mail campaign. Click "Full Article" to see what the Post Office offers, as well as six tips to improve your return rate.

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