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SMALL BUSINESS BRIEFING

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Magazines on social media

A team of U.S.-based marketing experts plan to launch several business-focused [social media](#) magazines in September, 2011. They will be designed to help companies leverage the power of the four leading services: Facebook, Twitter, LinkedIn and Google. The publications — FB & Business (Facebook), Tweeting & Business (Twitter), LI & Business (LinkedIn) and The Big G & Business (Google) — will be distributed through Office Depot with an expected circulation base of five million readers. "What small businesses, which make up 95 per cent of U.S. commerce, don't need is more ways to trick the search engines," says Jay Abraham, one of the founding partners. "They need authentic, ethical and meaningful methods to generate the enormous impact social media is capable of delivering to their enterprises."

The publications will be available at launch in eight formats, including iPhone, iPad, Android, tablet, BlackBerry, Kindle, multimedia and print. **All digital subscriptions are free**, courtesy of Office Depot, with a subscription to the monthly print edition offered for a fee.

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