

ARTICLE REVIEW



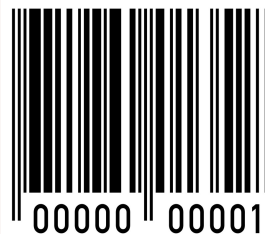
CHAPTERS IN BOOK

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SURIANI JACK

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MANAGEMENT OF BUSINESS RECORDS

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EDITOR'S NOTE

Ms Suriani Jack
Chief Editor

First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before. The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment. Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!

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CHINESE ENTREPRENEURS' EXPERIENCE OF SOCIAL MEDIA MARKETING: PERCEPTION, STRATEGY AND CHALLENGE

CHAPTER 2



INTRODUCTION

To create your own, choose a topic that interests you. It can be anything from fashion and beauty to travel and the news. Once you have your overall theme, you can start brainstorming the content. Just starting? Design a memorable masthead with an equally memorable name. This goes on the cover and sets up the branding for your entire magazine. What style are you going for? Is it playful? Classic? Bold? A good masthead captures the essence of your magazine, so it needs to be flexible, meaningful, and consistent enough for future issues.

STATEMENT OF PROBLEM

Make sure that you have accompanying visual content that immediately catches the eye. Include photos, illustrations, and other graphics to match. Appeal to your audience, choose the right fonts and images, and you'll have a magazine that people will remember for years to come.

LITERATURE REVIEW

When you've decided on your cover story, come up with a list of topics for your feature articles. This can range from interviews, product reviews, human interest pieces, and even lists. Think about what your audience would be interested in and get writing! Again, choose engaging photos and graphics to accompany your words, as these also help catch your audience's eye.

AN INTERVIEW: YOUR TITLE

Interview-style articles typically begin with a short introduction. This is where you can let readers know more about the resource person, including why he or she was the chosen expert for the article topic. A question-and-answer format follows.

The interview question goes here

Follow with the interviewee's response, which may be edited for brevity or clarity - as long as you let the readers know!

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