



Social Media Strategies For Investing: How Twitter and Crowdsourcing Tools Can Make You a Smarter Investor

Brian D. Egger

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Social media has become a vital key to successful investing. The messages on Twitter, and on investing websites, like StockTwits, can predict stock market behavior. Online communities are often the best source of insight into the causes of stock moves. Company executives now use social media to communicate with their investors about business trends. By using these tools, investors can learn about breaking news *before* it hits the "mainstream" media.

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