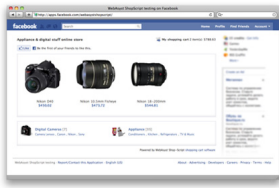


Shopping from your social network



Shop-Script software now offers online retailers a simple way to embed storefronts directly into Facebook as a native app. Orders can be placed directly from here so that users don't have to leave the Facebook network to carry out their online shopping. In some cases it may also be possible to pay for goods in social network currency.

Why it matters

With so much traffic and time devoted to social networking, how critical is it for brands or services to integrate with social networks and in which other innovative ways could they achieve a natural presence on social sites or forums?

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- [Connectivity](#)
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