**Why Social Commerce is Still Going Strong**

Twitter's reported plans to nix its buy button feature do not spell the demise of social commerce, Natalie Gagliordi writes. Social paths to purchase are clearer on visual networks such as Pinterest, which research shows has driven 93% of its users to make a purchase.

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<http://www.zdnet.com/article/will-the-death-of-twitters-buy-button-be-the-end-of-social-commerce/>