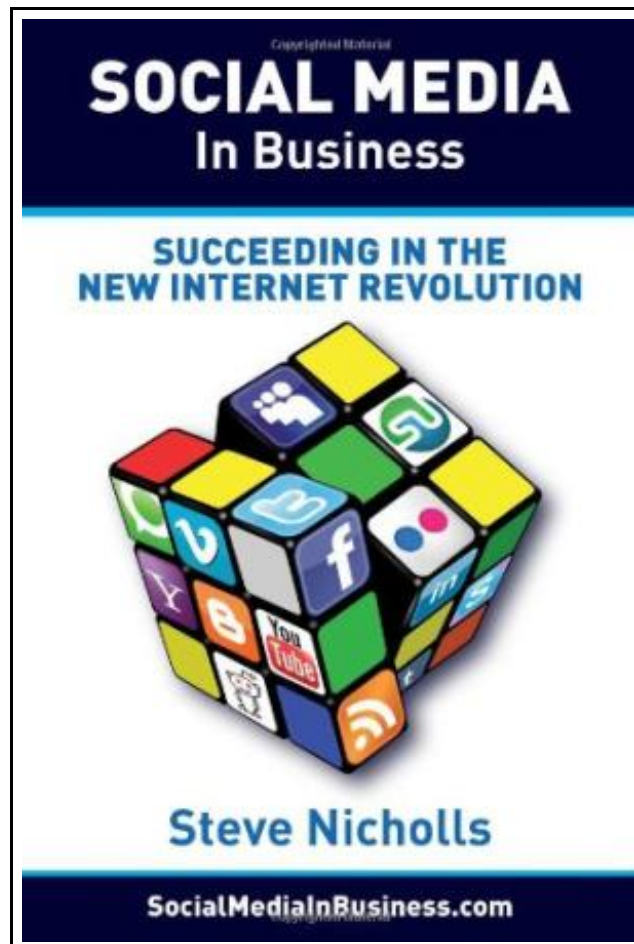


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Bookinars. Paperback. Book Condition: New. Paperback. 250 pages. Dimensions: 8.9in. x 6.0in. x 0.7in. What is social media Social media is a generic label describing the dynamic interaction among the global community, enabled by the use of web-based and mobile technological advancements. No precise definitions exist -- in fact; social media and Internet are now readily interchangeable terms, which is sometimes called Web 2. 0, 3. 0, Web Squared, or just the Internet. This openness is one of social medias greatest strengths, but understanding its impact can be overwhelming and confusing. Social media represents a major shift in how you, your customers, competitors, and suppliers - in fact, everyone - uses the Internet. The main shift is how people actively interact in cyberspace, rather than just viewing pages. This sudden change has surprised many as it represents the Internets ongoing evolution, helped by technology with new devices such as mobility, iPads and Internet on large flat screen televisions, by communication companies providing increasing access to broadband technology, and by new media companies providing new applications such as Facebook. Social Media in Business provides an overview of the opportunities social media offers to a business and a concrete plan to help managers and decision-makers, effectively, integrate social media platforms into their current organizational structure. What are the key aims of SOCIAL MEDIA IN BUSINESS 1. To provide a clear guide to social media in business for managers This book aims to help the manager to understand the opportunities and to create a common language of what social media means for your whole organization, not just the marketing and information technology (IT) parts of the business that tend to dominate the conversation around social media. Secondly, it provides a guide to a host of available social media applications and tools for business. Finally,...



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