Social networks are a nearly universal element of modern, information-driven societies, one that presents many opportunities and advantages—and challenges and hazards—for organizations as well as individuals.

**Studies in Virtual Communities, Blogs, and Modern Social Networking: Measurements, Analysis, and Investigations** provides a cross-cultural perspective of social networking, including ethical considerations and business implications. Readers will find a detailed treatment of technical, social, and legal issues inherent in online virtual communities, exploring methods of effectively implementing the latest social tools in their everyday practices, both professional and personal, in the interest of improved security and sustainability in digital collaborative environments.

**Topics Covered:**

- Blogs
- Digital Collaboration
- E-Commerce
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- Internet Marketing
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