Modern Perspectives on Virtual Communications and Social Networking

Part of the Advances in Social Networking and Online Communities Book Series

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Research Essentials

Modern Perspectives on Virtual Communications and Social Networking

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Description:

With the prevalence of social media, businesses and other organizations have a growing need to utilize various online media platforms and sites to engage and interact with their potential consumer base. Virtual communities and social networking can provide an effective escape route from the limits imposed by traditional media. Using optimal strategies can lead to more successful outcomes when using these platforms.

Modern Perspectives on Virtual Communications and Social Networking provides innovative insights into connection and conversation through internet media that foster trust, commitment, and transparency in business. The content within this publication represents the potential to create virtual bonds with consumers through the observation of buying behavior, social media best practices, and digital marketing strategies. It is designed for business professionals, academicians, consultants, managers, marketers, and researchers and covers topics centered on the use of online media as a method of reaching a wider population.
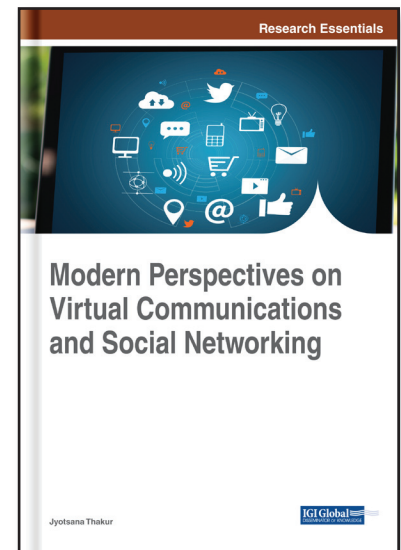
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Topics Covered:

- Consumer Behavior
- Data Analysis
- Digital Storytelling
- E-Pedagogy
- E-Services

- Marketing Strategies
- Online Social Capital
- Requirements Modeling
- Social Media
- User Accounts

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Hardcover + E-Book: $210.00

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