

# Social Network Analytics for Contemporary Business Organizations

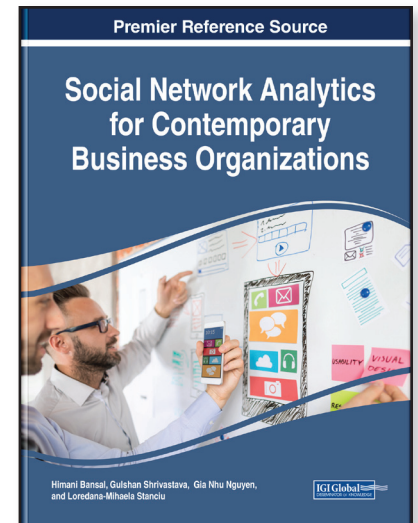
Part of the Advances in Business Information Systems and Analytics Book Series

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## Description:

Social technology is quickly becoming a vital tool in our personal, educational, and professional lives. Its use must be further examined in order to determine the role of social media technology in organizational settings to promote business development and growth.

**Social Network Analytics for Contemporary Business Organizations** is a critical scholarly resource that analyzes the application of social media in business applications. Featuring coverage on a broad range of topics, such as business management, dynamic networks, and online interaction, this book is geared towards professionals, researchers, academics, students, managers, and practitioners actively involved in the business industry.



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## Topics Covered:

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- Business Management
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- Dynamic Networks
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- Natural Language Processing
- Online Interaction
- Social Data

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