

Digital Tools for Academic Branding and Self-Promotion

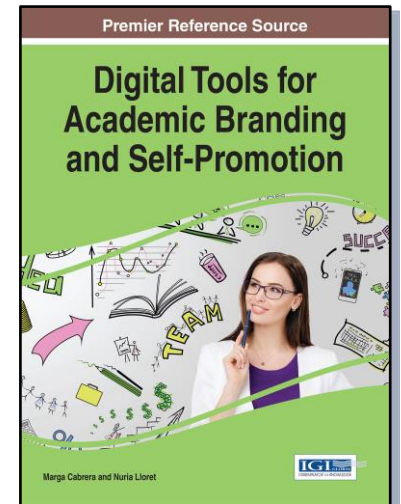
Part of the Advances in Educational Marketing, Administration, and Leadership Book Series

Marga Cabrera (Polytechnic University of Valencia, Spain) and Nuria Lloret (Polytechnic University of Valencia, Spain)

Description:

Reputation can be a pivotal factor to potential success throughout one's academic career. By utilizing available technological assets and tools, professionals can effectively manage their personal brands.

Digital Tools for Academic Branding and Self-Promotion is an authoritative reference source for the latest research on the interrelationship between digital branding and academic reputation. Showcases relevant digital platforms and techniques.



Readers:

This book is a compendium of vital material for academics, professionals, practitioners, and marketers interested in effective reputation management.

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Topics Covered:

- Bibliometric Indicators
- Brand Journalism
- Geomarketing
- Interpersonal Communication
- Micro-Blogging
- Netnography
- Social Media
- Virtual Communities

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Margarita Cabrera Mendez has a PhD in Audiovisual Communication. She currently works as a full-time professor at the Polytechnic University of Valencia in Spain. Since 2003, she has taught both undergraduate and graduate students. Currently she is developing a research project that involves hispanic social media and communication through various social networks. She primarily coordinated and edited the book : 'Escribir en Internet : guía para los nuevos medios y las redes sociales' for The Fundéu BBVA (formerly The Foundation of Urgent Spanish). She also coordinated the Master degree "Digital Communication and Contents Management. CALSI" and co-directed the social media workshop: Comunica 2.0. Her new book is about entrepreneurship in journalism: "Emprender en periodismo". She was also a founding member of MASmedios & TheLineBTWN. Both companies specialize in developing effective digital platforms in communication and brand experiences.

Nuria Lloret-Romero is a Consultant in Digital Communication, Web Analytics and Personal Branding and Online Identity. Professor in Digital Communication and collaborative online Projects in the Polytechnic University of Valencia Director Master degree "Digital Communication and Contents Management. CALSI" Founder of company Masmedios Ltd and The Line Between Ltd. Researcher focused the use of technology to create and enable online collaborative projects . Director Research group CALSI inside the IDF "The Institute of Design" Editor and autor Book "Systems Science and Collaborative Information Systems: Theories, Practices and New Research" Director Master degree in Music and PhD Music Coordinator. Arts lover in special of the Photography , Video-art and Music.