

Social Media Listening and Monitoring for Business Applications

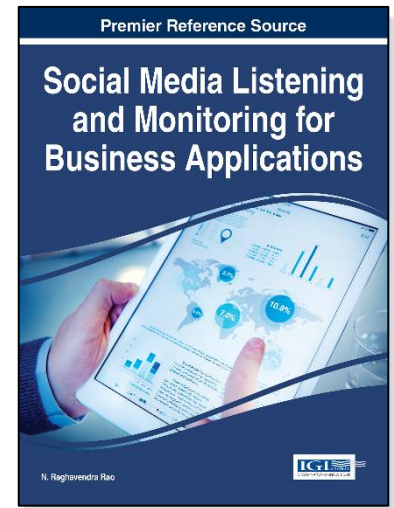
Part of the Advances in E-Business Research Book Series

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Description:

Social Media has transformed the ways in which individuals keep in touch with family and friends. Likewise, businesses have identified the profound opportunities present for customer engagement and understanding through the massive data available on social media channels, in addition to the customer reach of such sites.

Social Media Listening and Monitoring for Business Applications explores research-based solutions for businesses of all types interested in an understanding of emerging concepts and technologies for engaging customers online. Provides insight into the currently available social media tools and practices for various business applications.



Readers:

This publication is an essential resource for business professionals, graduate-level students, technology developers, and researchers.

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Topics Covered:

- Big Data
- Business Models
- Customer Engagement
- Microblogging
- Social Media Data
- Social Media Metrics

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N. Raghavendra Rao is an Advisor to FINAIT Consultancy Services India. He has a doctorate in the area of Finance from Pune University India. He has a rare distinction of having experience in the combined areas of Information Technology and Business applications. His rich experience in Industry is matched with a parallel academic experience in Management & IT in Business Schools. He has over two decades of experience in the development of application software related to manufacturing, service oriented organizations, financial institutions and business enterprises. He contributes chapters for books. He presents papers related to Information technology and Knowledge Management at National and International conferences. He contributes articles on Information Technology to main stream news papers and journals. His area of research interest is Mobile Computing, Virtual Technology, and Commerce in Space, Ubiquitous Commerce, Cloud Computing, e-governance, Knowledge Management, and Social Media for Business Applications. He is an independent editor for research reference books.