

# Analyzing the Strategic Role of Social Networking in Firm Growth and Productivity

Part of the Advances in E-Business Research Book Series

Vladlena Benson (Kingston University, UK), Ronald Tuninga (Kingston Business School, UK) and George Saridakis (Kingston University, UK)

## Description:

Social media platforms have emerged as an influential and popular tool in the digital era. No longer limited to just personal use, the applications of social media have expanded in recent years into the business realm.

**Analyzing the Strategic Role of Social Networking in Firm Growth and Productivity** examines the role of social media technology in organizational settings to promote business development and growth. Highlights a range of relevant discussions from the public and private sector.

## Readers:

This book is a pivotal reference source for professionals, researchers, upper-level students, and academicians.

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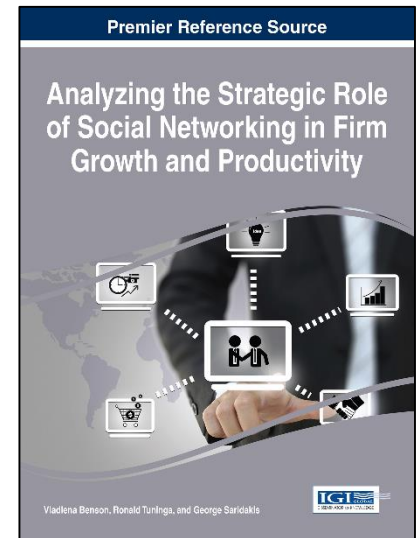
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