

# Enhancing Business Communications and Collaboration Through Data Science Applications

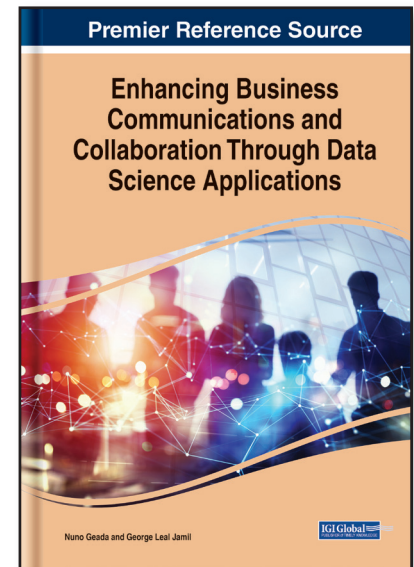
Part of the Advances in Business Information Systems and Analytics Book Series

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## Description:

Proponents applaud location-based advertising as a way to bridge the gap between online and physical customer experiences and promote impulse purchases. Skeptics question whether location-based marketing (LBM) will cause consumer burn-out and violate consumer privacy if the data that is gathered through LBM is not used, shared, protected, and stored properly. Companies engaging in LBM should take measures to ensure customer privacy through stringent opt-in policies and security safeguards.

**Enhancing Business Communications and Collaboration Through Data Science Applications** presents the main techniques of geo-marketing, introduces the idea of a “geo-marketing mix,” and develops the mobile marketing concept based on geolocation techniques. Covering key topics such as data management, augmented location, and mobile targeting, this premier reference source is ideal for business owners, entrepreneurs, managers, marketers, policymakers, researchers, academicians, practitioners, scholars, instructors, and students.



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## Topics Covered:

Augmented Location  
Beaconing Marketing  
Contextual Computing  
Customer Engagement  
Data Management

Geo Marketing  
Location-Based Marketing  
Marketing  
Mobile Targeting  
Spatial Marketing

**Subject:** Business and Management

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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