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Integrating Social Media into Business Practice, Applications, Management, and Models

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Integrating Social Media into Business Practice, Applications, Management, and Models



Part of the Advances in E-Business Research Book Series

In Lee
(Western Illinois University, USA)

Social networking has emerged as a predominant form of communication and human interaction. Businesses have also adopted social networks as a means for interacting with consumers and conducting business activities. As a result of this widespread adoption, it is imperative for businesses to leverage social technologies to stay competitive in the global economy.

Integrating Social Media into Business Practice, Applications, Management, and Models provides the most up-to-date research findings and future directions for customer relationship management in contemporary enterprises. Covering a wide range of topics such as management issues, innovative ideas, state-of-the-art business applications, and evaluation of social media products and services, this comprehensive publication is a useful reference for researchers, instructors, and social media managers, as well as students in various e-commerce and business programs.

Topics Covered:

- Business Models for Implementation
- Collective Intelligence
- Employee Use of Social Media
- Enterprise 2.0
- Next Generation Social Media
- Opportunities and Challenges
- Social Collaboration
- Social Media Theory Development

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Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

In Lee is a professor in the School of Computer Sciences at the College of Business and Technology at Western Illinois University in the US. He is a two-time winner of the Research Excellence Award in the College of Business and Technology at WIU and is the founding Editor-in-Chief of the *International Journal of E-Business Research*. He has published his research in such journals as *Communications of the ACM*, *IEEE Transactions on Systems, Man and Cybernetics*, *IEEE Transactions on Engineering Management*, *International Journal of Production Research*, *Decision Support Systems*, *Computers and Operations Research*, *International Journal of Production Economics*, *Business Horizons*, *Knowledge and Process Management*, *Journal of Small Business Management*, *Management Decision*, *Computers and Education*, *International Small Business Journal*, *Computers in Human Behavior*, *Business Process Management Journal*, *Computers and Industrial Engineering*, and others. Prior to his academic career, he worked for a number of multinational corporations, as well as serving as a consultant for various government agencies and private organizations. His current research interests include web technology development and management, investment strategies for computing technologies, and mobile services. He received his PhD in Business Administration from the University of Illinois at Urbana-Champaign.



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