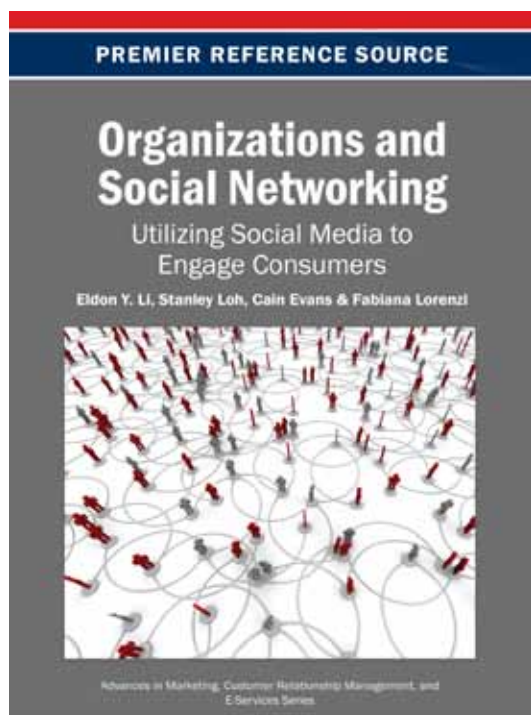


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The modern business landscape demands that organizations maintain an online presence to network with their customers and investors. Therefore, understanding the link between social media and e-business is an important first step in cultivating these internet-based relationships.

Organizations and Social Networking: Utilizing Social Media to Engage Consumers provides a broad investigation into the use of social technologies in business practices through theoretical research and practical applications. This book explores the opportunities and challenges brought about by the advent of various 21st century online business web tools and platforms, presenting professionals and researchers in e-business, social marketing, online collaborative communities, and social analytics with cutting-edge information and technological developments to implement in their own enterprises. This book is part of the Advances in Marketing, Customer Relationship Management, and E-Services series collection.

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- Consumer Generated Media
- Media Technologies
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- Psychology of Social Media
- Social CRM
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