

# Handbook of Research on Integrating Social Media into Strategic Marketing

Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

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## Description:

To survive in today's competitive business environment, marketing professionals must look to develop innovative methods of reaching their customers and stakeholders. Web 2.0 provides a useful tool in developing the relationships between business and consumer.

The **Handbook of Research on Integrating Social Media into Strategic Marketing** explores the use of social networking and other online media in marketing communications, including both best practices and common pitfalls to provide comprehensive coverage of the topic.

## Readers:

This book is intended for marketing professionals, business managers, and anyone interested in how social media fits into today's marketing environments.

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## Topics Covered:

- Brand Communities
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