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

Nick Hajli (Newcastle University Business School, UK)

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.


Topics Covered:
- Brand Communities
- Brand Equity
- Customer Relationship Management
- Distributed Leadership
- Employer Branding
- Product Development Strategies
- Social Commerce
- Social Network Analysis
- Sport Marketing
- Virtual Communities of Practice

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