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social media for strategic communication creative strategies and research based applications by karen freberg teaches you the skills and principles needed to use social media in persuasive communication campaigns the book combines cutting edge research with practical on the ground instruction to prepare you for the real world challenges you will face in the workplace the text addresses the influence of social media technologies strategies actions and the strategic mindset needed by social media professionals today by focusing on strategic thinking and awareness it gives you the tools they need to adapt what you learn to new platforms and technologies that may emerge in the future a broad focus on strategic communication from pr advertising and marketing to non profit advocacy gives you a broad base of knowledge that will serve you wherever your career may lead

learn your way through the intricacies of social media marketing and come out at the top by effectively marketing your brand offerings social media marketing essentials you always wanted to know walks you through the fundamentals of the dynamic world of social media marketing helping you understand what social media marketing is and how to use it to reach the audience you want and maximize your company s revenue the book talks about the importance and scope of social media marketing the comparison between traditional media and social media what a media mix is and how to formulate social media plans and strategies to name a few it further describes different types of content for social media marketing and how to tailor it for popular social media platforms like facebook instagram youtube x etc the differences between organic and paid marketing are crucial to formulating a cost effective social media marketing strategy and this book helps you with that as well the book concludes

with chapters on the metrics used to evaluate the success of a social media marketing plan and the ethics surrounding the practice of social media marketing this book will help you i learn the process of coming up with a marketing strategy ii navigate through the sea of social media platforms and create platform specific content iii explore hashtags know when where and how to use them iv understand the metrics and evaluate your social media marketing strategies the author dr kavita kamath boasts a doctorate in social media marketing and has 17 years of teaching experience under the bag so you know the book is reliable and holds a treasure of knowledge for anyone looking to gain a deeper understanding of the essentials of the subject matter

how are businesses responding to global changes in markets driven by changes in technology whatever the industry the trends are familiar globalization and the rise of industrial conglomerates mergers and acquisitions the networking of businesses and markets outsourcing and shifts in the distribution of resources and production all reflected in the emergence of new players new products and services and new forms of competition as arguably the first knowledge based business book publishing provides an ideal setting for the study of challenge and opportunity the industry is currently experiencing fierce levels of competition extreme financial pressures restructuring and the threat of technology induced obsolescence added to these are the challenges posed by new and potential entrants to the market the emergence of new products and services new ways of doing business including trading in virtual markets and the vulnerability of traditional business models the suitability of book publishing as a context for researching the emergence of knowledge based business becomes all too apparent through combining primary research with secondary analysis drawn from the relevant literatures books bytes and business is both a readable and informative account of business in the knowledge based economy

this handbook offers an unparalleled view of wireless personal area networking technologies and their associated protocols it lifts the lid on their growing adoption within the consumer electronics home automation sports health and well being markets bluetooth low energy zigbee enocean and ant are comprehensively covered along with other wpan technologies including nfc wi fi bluetooth classic and high speed and whdi it also features 802 11ac the internet of things wireless usb wigig and wirelesshd the handbook shows how white space radio cellular and femtocells have inadvertently blurred the boundaries between personal and wide area communications creating disruptive topologies through technology convergence it explores how pervasive wan technologies have spawned a new generation of consumers through the lawnmower man effect and explains how our personal space has become integral to social media streams including twitter facebook and pinterest an essential read for students software engineers and developers product planners technical marketers and analysts

this book covers information communication technology applications in community education it enabled services and government policies it examines the transition from traditional to new media knowledge management systems and digital archiving and also includes comprehensive study of information communication technology in community education contexts detailed examination of it enabled services and government policy frameworks analysis of traditional media transition to new media platforms and technologies practical guidance on knowledge management and digital archiving systems technical instruction in multimedia concepts digital audio and videography the book also includes practical sections on multimedia concepts digital audio videography web designing using html and css for students and professionals in ict and digital media fields this title has been co published with elite publishing house taylor francis does not sell or distribute the print edition in india

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