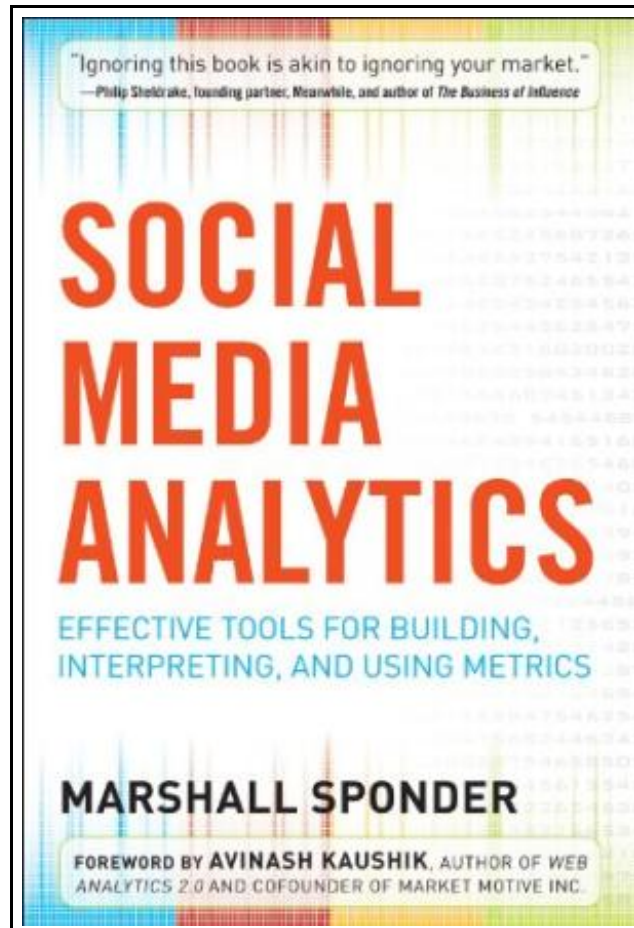


Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics



Filesize: 1.04 MB

Reviews

Comprehensive guide! Its this type of very good read through. It is actually written in simple words and phrases rather than difficult to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Bernie Mante PhD)

SOCIAL MEDIA ANALYTICS: EFFECTIVE TOOLS FOR BUILDING, INTERPRETING, AND USING METRICS

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McGraw-Hill Education - Europe, United States, 2014. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. Align Strategy With Metrics Using Social Monitoring Best Practices. Two or three years from now, every public relations firm that wants to be taken seriously in the C-suite and/or a lead marketing role will have someone like Marshall in its senior leadership ranks, a chief analytics officer responsible for ensuring that account leaders think more deeply about analytics and that thfirm works with the best available outside suppliers to integrate analytics appropriately. (Paul Holmes, The Holmes Report). Marshall has provided much-needed discipline to our newest marketing frontier-a territory full of outlaws, medicine men, dot com tumbleweeds, and snake oil. (Ryan Rasmussen, VP Research, Zocalo Group). Marshall Sponder stands apart from the crowd with this work. His case study approach, borne of real-world experience, provides the expert and the amateur alike with bibliography, tools, links, and examples to shortcut the path to bedrock successes. This is a reference work for anyone who wants to explore the potential of social networks. (W. Reid Cornwell, Ph.D., Chief Scientist, The Center for Internet Research). Marshall is a solutions design genius of unparalleled knowledge and acumen, and when he applies himself to the business of social media, the result is a timely and important commentary on the state of research capabilities for social media. (Barry Fleming, Director, Analytics Insights, WCG, and Principal,). About the Book: practically overnight, social media has become a critical tool for every marketing objective-from outreach and customer relations to branding and crisis management. For the most part, however, the data collected through social media is just that: data. It usually seems to hold little or no meaning on which to base business decisions. But the meaning is there.if you...



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