



Integrating Social Media into Business Practice, Applications, Management, and Models (Advances in E-Business Research Book Series)

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Social networking has emerged as a predominant form of communication and human interaction. Businesses have also adopted social networks as a means for interacting with consumers and conducting business activities. As a result of this widespread adoption, it is imperative for businesses to leverage social technologies to stay competitive in the global economy.

Integrating Social Media into Business Practice, Applications, Management, and Models provides the most up-to-date research findings and future directions for customer relationship management in contemporary enterprises. Covering a wide range of topics such as management issues, innovative ideas, state-of-the-art business applications, and evaluation of social media products and services, this comprehensive publication is a useful reference for researchers, instructors, and social media managers, as well as students in various e-commerce and business programs.

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