

Social Media Management: Technologies and Strategies for Creating Business Value (Springer Texts in Business and Economics)

By Amy Van Looy

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This undergraduate textbook adopts the perspective of organizations - not individuals - and clarifies the impact of social media on their different departments or disciplines, while also exploring how organizations use social media to create business value. To do so, the book pursues a uniquely multi-disciplinary approach, embracing IT, marketing, HR and many other fields. Readers will benefit from a comprehensive selection of current topics, including: tools, tactics and strategies for social media, internal and external communication, viral marketing campaigns, social CRM, employer branding, e-recruiting, search engine optimization, social mining, sentiment analysis, crowdfunding, and legal and ethical issues.

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Editorial Review

Review

“This book … is an undergraduate textbook. But I must say that I have reviewed and read other undergraduate textbooks but this one in particular it is really well-written and it is really on the right level. … I want to say that this is a very modern and unique book and it is essential if you work with marketing, social media and corporate management. It will be a good addition to your personal library and for your reading. Enjoy!” (Inspire and Action Blog, inspireandaction.wordpress.com, April, 2017)

“Most chapters end with a self-test for review and a bibliography. Scattered within the chapters are case examples, sometimes questions with potential solutions, and sometimes provocative items to ponder. … There are a plethora of how-to guides to social media management, but this is the first text I know of geared toward nontechnical, undergraduate students in business fields. It is targeted to students in the fields of business and administration … .” (David Bellin, Computing Reviews, April, 2016)

From the Back Cover
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About the Author
Prof. Dr. Amy Van Looy holds a Ph.D. in applied economics. She is assistant professor at the Faculty of Economics and Business Administration and the School for Social Profit and Public Management of Ghent University (Belgium). Particularly, she is member of the Department of Business Informatics & Operations Management. She teaches, among others, courses on business process management and social media. Before entering academia, Amy worked as an IT consultant for large e-government projects.

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