

1. Record Nr.	UNINA9910139037303321
Autore	Birke Daniel
Titolo	Social networks and their economics [[electronic resource]] : influencing consumer choice / / Dr Daniel Birke
Pubbl/distr/stampa	Hoboken, : Wiley, 2013
ISBN	1-118-69967-X 1-118-69963-7 1-118-69966-1
Descrizione fisica	1 online resource (222 p.)
Disciplina	658.8/34
Soggetti	Social networks - Economic aspects Consumer behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface -- Acknowledgements -- List of tables -- List of figures -- How social networks influence consumer choice and how to analyse these processes -- Research into social networks in economics, sociology and physics -- Marketing in social networks : the iPhone -- Switching and churn in social networks -- How social networks influence consumer choice of mobile phone carriers in the UK, Europe and Asia -- Coordination of mobile operator choice within households -- Pricing strategy : how prices influence consumer behaviour in social networks -- Conclusion -- Appendix A: Success factors for viral marketing campaigns -- Appendix B: Student questionnaire.
Sommario/riassunto	Reveals how consumer choice can be better understood and influenced using social networks analysis (SNA) Intuitively, we all appreciate that we can be influenced by our friends and peers in what we do, how we behave, and what products we consume. Until recently, it has been difficult to measure this interdependence, mainly because data on social networks was difficult to collect and not readily available. More and more companies such as mobile phone carriers or social networking sites such as Facebook are collecting such data electronically. Daniel Birke illustrates in compelling

