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Autore	Poynter Ray
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-- Acknowledgements.

Sommario/riassunto

"Drawing together the new techniques available to the market researcher into a single reference, The Handbook of Online and Social Media Research explores how these innovations are being used by the leaders in the field. This groundbreaking reference examines why traditional research is broken, both in theory and practice, and includes chapters on online research communities, community panels, blog mining, social networks, mobile research, e-ethnography, predictive markets, and DIY research"--

"The book will become the key reference point for research practitioners and buyers as they move from their security blanket of traditional research, with its outdated notions of science and reliability, into the maelstrom that is unfolding in the post Web 2.0 world of Twitter, community panels, Facebook, and YouTube"--
