

1. Record Nr.	UNINA9910157529703321
Autore	Brown Michael A., Sr.
Titolo	Social media performance evaluation and success measurements // Michael A. Brown Sr., Florida International University, USA [editor]
Pubbl/distr/stampa	Hershey, PA : , : Information Science Reference, , [2017] 2017
ISBN	9781522519645 9781522519638
Descrizione fisica	1 online resource (xxvii, 294 pages) : illustrations (some color)
Collana	Advances in Social Networking and Online Communities (ASNOC) Book Series ; ; 2328-1413
Disciplina	302.231
Soggetti	Social media Online social networks Employees - Rating of
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Premier reference source"--Cover.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Social networking and social media comparisons / Michael A. Brown Sr. -- SNIP: a survey instrument / Michael A. Brown Sr. -- Understanding social communication / Michael A. Brown Sr. -- Social media: a discussion of considerations for modern organizations and professionals / Liston W. Bailey -- Framing and mis-framing in micro-blogging sites in China: online propagation of an animal cruelty campaign / Yuanxin Wang -- Using social media tools in marketing: opportunities and challenges / Nozha Erragcha -- Social networking engagement and crisis communication considerations / Mitchell Marovitz -- CHOICES: measuring return on investment in a nonprofit organization / Leigh Nanney Hersey -- Nonprofit organizations and social media use: an analysis of nonprofit organizations' effective use of social media tools / Aminata Sillah -- Models of participation in social networks / Giulio Angiani [and 3 others] -- Invest, engage, and win: online campaigns and their outcomes in an Israeli election / Moran Yarchi [and 3 others].
Sommario/riassunto	"[This book] is a pivotal reference source for the latest scholarly research on social networking participation expectations and values to

examine individual performance in digital communication activities. Featuring coverage across a range of topics, such as crisis communication, social networking engagement, and return on investments, this publication is ideally designed for academicians, practitioners, and researchers seeking current research on the benefits of utilizing the social network environment of today"--Provided by publisher.

2. Record Nr.

Titolo

UNINA9910370250403321

China–Latin America Relations in the 21st Century : The Dual Complexities of Opportunities and Challenges / / edited by Raúl Bernal-Meza, Li Xing

Pubbl/distr/stampa

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Descrizione fisica

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Collana

International Political Economy Series, , 2662-2491

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Soggetti

International economic relations
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Asian Politics
American Politics
International Relations Theory

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Nota di bibliografia

Includes bibliographical references.

Nota di contenuto

1. Introduction: Understanding China–Latin America Relations as Part of the Transition of the World Order -- 2. Advancing Autonomy? Chinese Influence on Regional Governance in Latin America -- 3. One Step

Closer: The Politics and the Economics of China's Strategy in Brazil and the Case of the Electric Power Sector -- 4. Cooperative Relations with China in Brazil's International Politics: Scope and Interests of the Global Strategic Partnership -- 5. A Goat's Cycle: The Relations between Argentina and the People's Republic of China during the Kirchner and Macri Administrations (2003-18) -- 6. China–Venezuela Relations in a Context of Change -- 7. Chile and China, 2000-2016: the Humming Bird and the Panda -- 8. China and Argentina, Paraguay and Uruguay: Similarities and Differences -- 9. Revisiting Chinese and Latin American Economic Development: an Unintended Consequence of Different Industrialization Strategies -- 10. Conclusion: China and Latin America in Global Political economy - the Development of a New Core-periphery Axis.

Sommario/riassunto

This book conceptualizes the economic relations between China and Latin America in different national cases from the perspectives of international political economy-based structuralism theory, the core-periphery model and the world system theory. It contributes to the interpretation of the consequences of the interaction between China's successful modernization and Latin America's failed development model. Raúl Bernal-Meza is Professor at the National University of Central Buenos Aires, Argentina, and the Arturo Prat University, Chile. Raul is a specialist in international relations in Latin America. Li Xing is Professor and Director of the Research Centre on Development and International Relations, Department of Politics and Society, Aalborg University, Denmark. His research areas are international relations, international political economy, emerging powers and world order. .
