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Nota di contenuto	Cover; Social Information: Gaining competitive and business advantage using social media tools; Copyright; Contents; List of figures and tables; List of examples; Acknowledgments; About the author; Introduction: the impact of social media and the approach of this book; 1 A brief history of business and competitive information, and the rise of social tools; A brief history of business and competitive information; Getting started with social tools; Review; Note; 2 Social networks; What are they?; How do they work?; LinkedIn; Google Plus; Facebook; Orkut; Other tools in this category; Review Note3 Blogs and microblogs; What are they?; How do they work?; Blogs and blog search; Microblogs; Review; Notes; 4 Video, audio and images; What are they?; How do they work?; Examples of these sites; Video resource: YouTube; Audio tools; Image tools; Review of the chapter; Note; 5 Social search engines; What are they?; How do they work?; What kind of business and competitive information can be found there?; Examples of these tools; Samepoint; SocialMention; Caveats; Additional and related tools in this category; Review; 6 The future of social information; Introduction Current trends and developments Keeping up with social technologies; A final word about safety; Conclusion; Notes; Appendix 1: resources; LinkedIn; Facebook; Google Plus; Twitter; Flickr; Picasa; YouTube;

iTunes; Appendix 2: tools; Networking; Publishing; Social search engines; RSS and news feeds; Video/audio/images; Collaboration; Communication; Location; Games and virtual worlds; Lifecasting; Bibliography; Index

Sommario/riassunto

Information available through 'traditional' business and competitive resources can be complimented by information gained through social media tools. Social Information is a must-have book for competitive and business researchers in any discipline including librarians, information professionals, intelligence analysts, students and marketing personnel, and explores how more 'traditional' resources can be complimented by social media tools. The book outlines different categories of social tools, competitive and business applications of these tools, and provides example searches with screenshots.
