

1. Record Nr.	UNINA9910462739603321
Titolo	Public interest and private rights in social media / / edited by Cornelis Reiman
Pubbl/distr/stampa	Oxford : , : Chandos Publishing, , 2012
ISBN	1-78063-353-X
Edizione	[1st edition]
Descrizione fisica	1 online resource (255 p.)
Collana	Chandos social media series
Altri autori (Persone)	ReimanCornelis
Disciplina	352.3 352.380285
Soggetti	Social media Online social networks Electronic books.
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	Cover; Public Interest and Private Rights in Social Media; Copyright; Contents; List of figures and tables; Acknowledgements; Preface; About the editor; About the contributors; 1 Social media growth and global change; Introduction; Some history; Social media and social activism; Social media at work; Social analytics; Legal implications of increasing social media usage; Conclusion; References; 2 Flash mob or protest movement: the First Amendment and regulating online calls to action; Flash mobs; The history of incitement cases in the United States; How lower courts have dealt with Brandenburg Criminal law: crimes and speech Difficulties for Brandenburg posed by news media; Other possible First Amendment protections; Conclusion; Notes; 3 World justice - the rule of law around the world; Legal implications of social media; The rule of law; Rankings of the rule of law by regions; Rule of Law Index and social media; Social media - chance or challenge?; Conclusion; References; Notes; 4 Default metaphysics - social networks and the self; Normalised differences; Submitting subjects; Being traded; Archiving the self; Attention as apparatus 5 A service-oriented approach to public sector social media strategy Introduction; What social media platforms or tools should our organisation be using?; What do we need to commit to, in terms of risk

and resources?; Resources - knowing what it costs to get what you want; Research and monitoring; Posting and curating; Community management; Crowd-sourcing, contests, apps and other campaigns; Risk - understanding the trade offs of social media; How do we measure success?; Conclusion; 6 Social media in the humanitarian space; Introduction; Networking offline and online
Introduction to technology: the Hindenburg example Using social media for social good: Born HIV Free campaign; Uses of social media in the humanitarian space: from conversation to action; Lessons learned: where are we going?; Notes; 7 Social media: the new tool in business education; Introduction; Social capital and social media; Social networks within business; Social media in the curriculum; Social media in business education; Social media and pedagogical issues; Conclusion; References; 8 Social media: does it generate the continuum of transparency in organisations?

Transparency: shifting lines in the sand The positive and negative continuum of transparency; Transparency as control through social media; The role of civility and etiquette; Transparency tensions in the organisational social network: The next step; References; 9 Social media: blessing or curse? - a business perspective; Introduction; Social media as a marketing tool; Can social media generate new business?; 10 Improving the customer experience: how social media can make a difference; Introduction; Define what you want to do and why; Define, assess and create

Link key drivers to corporate strategy

Sommario/riassunto

Social media has an increasing role in the public and private world. This raises socio-political and legal issues in the corporate and academic spheres. Public Interest and Private Rights in Social Media provides insight into the use, impact and future of social media. The contributors provide guidance on social media and society, particularly the use of social media in the corporate sector and academia, the rising influence of social media in public and political opinion making, and the legal implications of social media. The Editor brings together unusual perspectives on the use of

2. Record Nr.	UNINA9910438251903321
Autore	Saxena Rahul
Titolo	Business analytics : a practitioner's guide / / Rahul Saxena, Anand Srinivasan
Pubbl/distr/stampa	New York, : Springer, 2013
ISBN	9781461460800 1-283-93452-3 1-4614-6080-8
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (163 p.)
Collana	International series in operations research & management science, , 0884-8289 ; ; v. 186
Altri autori (Persone)	SrinivasanAnand
Disciplina	658.4034
Soggetti	Business planning Strategic planning Industrial management - Statistical methods
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	A Framework for Business Analytics -- Analytics Domain Context -- Decision Framing: Defining the Decision Need -- Decision Modeling -- Decision Making -- Decision Execution -- Business Intelligence -- Data Stewardship: Can We Use the Data? -- Making Organizations Smarter -- Building the Analytics Capability -- Analytic Methods -- Analytics Case Studies.
Sommario/riassunto	Business analytics is used to help people to make and execute rational decisions. This book provides a guide to businesses on how to use analytics to help drive from ideas to execution. Analytics used in this way provides full lifecycle support for business during all stages of decision-making and execution. The domain of business analytics is becoming recognized and established as a distinct profession. Many companies have created specialized business analytics teams, and several educational institutions offer courses and degrees in analytics. The people in these groups draw upon Operations Research, Statistics, and the Information Technology practices for Business Intelligence, Analytics & Optimization. Practitioners, academics, and consultants are working craft the concepts, processes, and structures needed to

establish business analytics capabilities in their specific organizations. This book offers a set of proven concepts, processes, and structures that can help organizations to set up and evolve their analytics capabilities. The word “analytics” conjures up different images for different people depending on the function that they work in. Business and academic organizations share an enthusiastic appreciation of the realm of business analytics, but they do not necessarily have a common understanding of all that it comprises. This divergence presents organizational challenges in terms of organizational design, roles, skills development planning, educational needs, and career paths in analytics organizations. Effective application of analytics involves a confluence of traditional business, mathematical modeling and information technology capabilities. This book provides a framework for the effective interplay of these capabilities to go from ideas to execution. The framework for business analytics is also used to embed the use of business analytics into the business culture. It lays out the approach for analytics and provides guidance on how to scale analytics and how to develop analytics teams. It offers a set of proven concepts, processes, and structures that show how organizations can set up and evolve their analytics capabilities in order to achieve benefits in their strategy and operations. As a guide for practitioners and managers, the book will benefit people who work in analytics teams, the managers and leaders who manage, use and sponsor analytics, and those who work with and support business analytics teams. It includes several real world case studies on applying the concepts of business analytics to decision making to help the practitioner understand the framework and extend it to their specific need. .
