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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introduction -- 2. Definitions, Social Media Types, and Tools -- 3. Social Media Strategy and Return on Investment -- 4. Online Advertising and Viral Campaigns -- 5. Social Customer Relationship Management -- 6. Search Engine Optimization -- 7. Sentiment Analysis and Opinion Mining (Business Intelligence 1) -- 8. Social Network Data and Predictive Mining (Business Intelligence 2) -- 9. e-Recruitment -- 10. Crowdfunding -- 11. Legal and Ethical Issues in Social Media -- 12. Wrap-Up: integration exercises.
Sommario/riassunto	This is the second edition of the undergraduate textbook 'Social Media Management' which extends the original edition's scope beyond the business angle. The textbook continues with the perspective of organizations - not individuals - and clarifies the impact of social media on their different departments or disciplines, while also exploring how organizations use social media to create business value. To do so, the book pursues a uniquely multi-disciplinary approach by

embracing IT, marketing, HR, and many other fields. While the first edition was inspired by the rise of social media tools, the second edition is characterized by a digital economy with increasing digitalization efforts due to newly emerging technologies in Industry 4.0 and the COVID-19 pandemic. Readers will benefit from a comprehensive selection of extended topics, including strategies and business models for social media, influencer marketing, viral campaigns, social CRM, employer branding, e-recruitment, search engine optimization, social mining, sentiment analysis, crowdfunding, and legal and ethical issues. Each chapter starts with one or more teaser questions to arouse the readers' interest, which will be clarified per topic. The second edition also provides ample self-test materials and reflection exercises.
