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Sommario/riassunto

This book, 'Digital Presences of Organizations', explores the impact and strategies of digital presences for organizations. Coordinated by Nathalie Pinède, Luc Massou, and Patrick Mpondo-Dicka, it discusses the role of digital documentation and how organizations manage their digital identities and territories. The book delves into website analysis, narrative strategies, and the ethos of media communications, using case studies such as Danone's narrative strategy and the media ethos of photographic equipment manufacturers. The authors aim to provide a comprehensive understanding of how corporate entities utilize digital platforms to enhance their brand presence and engage with audiences effectively. It is intended for scholars, researchers, and professionals in the fields of digital communication, corporate strategy, and information systems.
