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Titolo	Sociometrics and human relationships : analyzing social networks to manage brands, predict trends, and improve organizational performance // by Peter A. Gloor, MIT Center for Collective Intelligence, Massachusetts Institute of Technology, Cambridge, MA, USA
Pubbl/distr/stampa	United Kingdom : , : Emerald Publishing, , 2017
ISBN	1-78714-112-8
Edizione	[First edition.]
Descrizione fisica	1 online resource (xiii, 493 pages) : illustrations (chiefly color)
Collana	Gale eBooks
Disciplina	301.18028
Soggetti	Sociometry Online social networks in business Internet marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	part I. Trend prediction by measuring social networks: Coolfarming organizations ; Coolhunting and trend forecasting on the Web ; The six honest signals of collaboration ; Essentials of social network analysis and statistics ; How ideas spread in online social networks- readings -- part II. Analyzing structure, dynamics, and content of networks with Condor : The four-step analysis process ; Getting started with Condor ; Analyzing e-mail with Condor ; Calculating personality characteristics from e-mail ; Predicting criminal intent from e-mail- analysing the Enron e-mail archive ; Coolhunting on the Internet with Condor ; Coolhunting- Francogeddon ; Coolhunting the US presidential elections -- part III. Automatic media insights coin assessment (AMICA) : Inside media individual collaboration (IMIC) ; Outside media individual collaboration (OMIC) ; Inside media organizational collaboration (IMOC) ; Outside media organizational collaboration (OMOC) ; Survey of individual and organizational collaboration (SIC & SOC) -- part IV. Appendix - useful machine learning and graph analysis tools.
Sommario/riassunto	This book translates the latest academic research into practical business strategies and techniques as well as actionable insights, providing a wealth of examples for social network analysis and

predicting trends. It illustrates how to improve organizational performance by optimizing communication and collaboration through email, and shows how to leverage virtual collaborative creativity in the Internet age.
