

1. Record Nr.	UNINA9910821938303321
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Titolo	ROI of \$ocial media : how to improve the return on your social marketing investment // Guy Powell, Steven Groves, Jerry Dimos
Pubbl/distr/stampa	Singapore, : John Wiley & Sons (Asia), c2011
ISBN	9786613175113 9781119199403 1119199409 9781283175111 1283175118 9780470827444 0470827440 9780470827437 0470827432
Edizione	[1st edition]
Descrizione fisica	1 online resource (319 p.)
Classificazione	BUS000000
Altri autori (Persone)	GrovesSteven DimosJerry
Disciplina	658.802
Soggetti	Internet marketing Social media - Marketing Social media - Economic aspects Online social networks - Economic aspects Social marketing
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	section 1. Getting started with social media ROI -- section 2. The media engagement framework -- section 3. Practical applications of social media ROI -- section 4. Where does social media go from here?
Sommario/riassunto	How to Improve the Return on Your Social Marketing Investment This book more than adequately covers this increasingly important topic, as social media begins to take its rightful place on the center stage of not just marketing but a number of business disciplines. ROI of Social Media is an excellent analysis of the current landscape. I cannot recall any book that singularly tackles ROI at this level, most media books

simply give a passing reference or chapter on ROI, this is the first comprehensive study. - Larry Weber, Founder and chairman of W2 Group, Formerly of Weber
