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Social Media in Business - Succeeding in the New Internet Revolution

By Steve Nicholls

Bookinars. Paperback. Book Condition: New. Paperback. 250 pages. Dimensions: 8.9in. x 6.0in. x 0.7in. What is social media Social media is a generic label describing the dynamic interaction among the global community, enabled by the use of web-based and mobile technological advancements. No precise definitions exist -- in fact; social media and Internet are now readily interchangeable terms, which is sometimes called Web 2. 0, 3. 0, Web Squared, or just the Internet. This openness is one of social medias greatest strengths, but understanding its impact can be overwhelming and confusing. Social media represents a major shift in how you, your customers, competitors, and suppliers - in fact, everyone - uses the Internet. The main shift is how people actively interact in cyberspace, rather than just viewing pages. This sudden change has surprised many as it represents the Internets ongoing evolution, helped by technology with new devices such as mobility, iPads and Internet on large flat screen televisions, by communication companies providing increasing access to broadband technology, and by new media companies providing new applications such as Facebook. Social Media in Business provides an overview of the opportunities social media offers to a business and a concrete plan to help managers...



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