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Harnessing the Power of Social Media and Web Analytics

Part of the Advances in Social Networking and Online Communities Book Series

Anteneh Ayanso (Brock University, Canada) and Kaveepan Lertwachara (California Polytechnic State University, USA)

Social media has opened several new marketing channels to assist in business visibility as well as provide real-time customer feedback. With the emergence of new internet technologies, businesses are increasingly recognizing the value of social media and web presence in the promotion of their products and services.

Harnessing the Power of Social Media and Web Analytics documents high-quality research to empower businesses to derive intelligence from social media sites. These emerging technological tools have allowed businesses to quantify, understand, and respond to customers’ conversations about their corporate reputation and brands within online communities. This publication is ideal for academic and professional audiences interested in applications and practices of social media and web analytics in various industries.

Topics Covered:
- Social Media
- Measuring Customer Retention Costs
- Measuring Social Customer Acquisition
- Online Brand Monitoring
- Segmentation Techniques
- Social Analytics


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Anteneh Ayanso is an Associate Professor of Information Systems at Brock University. He received his PhD in information systems from the University of Connecticut and a MBA from Syracuse University. He is also certified in Production and Inventory Management (CPIM) by APICS. His research interests are in data management, business analytics, electronic commerce, and electronic government. His current related studies include topics such as search engine advertising, the role of social media technologies and applications in the commercial as well as public sector, and methods for profiling and measuring ICT positions and e-government readiness of world nations. He has published many articles in leading journals such as European Journal of Operational Research, Decision Sciences, Decision Support Systems, Journal of Database Management, Communications of the AIS, International Journal of Electronic Commerce, Journal of Computer Information Systems, Government Information Quarterly, AIS Transactions on Human-Computer Interaction, Information Technology for Development, and in proceedings of major international conferences in information systems and related fields. He currently serves as editorial review board member of the Journal of Database Management, International Journal of Convergence Computing, and International Journal of Electronic Commerce and regularly reviews articles for many leading journals in information systems and related fields.

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