For years, technology has been the impetus for progress in various processes, systems, and businesses; it shows no sign of ceasing further development. The application of technology-driven processes in promotionally-oriented environments has become more and more common in today's business world.

Computer-Mediated Marketing Strategies: Social Media and Online Brand Communities brings together marketing approaches and the application of current technology, such as social networking arenas, to show how this interaction creates a successful competitive advantage. Focusing on qualitative research, various technological tools, and diverse Internet environments, this book is a necessary reference source for academics, management practitioners, students, and professionals interested in the application of technology in promotionally-oriented processes.

Topics Covered:
- Competitive Advantage
- Consumer Behavior
- Digital Engagement
- Digital Marketing Communications
- Future Trends in Social Networks
- Retail Store Front
- Stakeholder Interaction
- Web Analytics

Gordon Bowen has a Doctorate in Business. He is an Associate Lecturer at various universities and higher education institutions, including University of Gloucestershire, Regent's University London, and Greenwich School of Management London. His research interests are strategy, marketing, digital marketing, and SMEs, and he supervises PhD and DBA students in these areas. Gordon has held senior positions in the telecommunications industry, including strategy development, business development, and training. He has also advised SMEs on business matters.
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