Digital Tools for Academic Branding and Self-Promotion

Part of the Advances in Educational Marketing, Administration, and Leadership Book Series

Marga Cabrera (Polytechnic University of Valencia, Spain) and Nuria Lloret (Polytechnic University of Valencia, Spain)

Description:

Reputation can be a pivotal factor to potential success throughout one's academic career. By utilizing available technological assets and tools, professionals can effectively manage their personal brands.

Digital Tools for Academic Branding and Self-Promotion is an authoritative reference source for the latest research on the interrelationship between digital branding and academic reputation. Showcases relevant digital platforms and techniques.

Readers:

This book is a compendium of vital material for academics, professionals, practitioners, and marketers interested in effective reputation management.

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Topics Covered:

- Bibliometric Indicators
- Brand Journalism
- Geomarketing
- Interpersonal Communication
- Micro-Blogging
- Nethography
- Social Media
- Virtual Communities

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Margarita Cabrera Mendez has a PhD in Audiovisual Communication. She currently works as a full-time professor at the Polytechnic University of Valencia in Spain. Since 2003, she has taught both undergraduate and graduate students. Currently she is developing a research project that involves Hispanic social media and communication through various social networks. She primarily coordinated and edited the book: ‘Escribir en Internet: guía para los nuevos medios y las redes sociales’ for The Fundéu BBVA (formerly The Foundation of Urgent Spanish). She also coordinated the Master degree “Digital Communication and Contents Management. CALSI” and co-directed the social media workshop: Comunica 2.0. Her new book is about entrepreneurship in journalism: “Emprender en periodismo”. She was also a founding member of MASmedios & TheLineBTWN. Both companies specialize in developing effective digital platforms in communication and brand experiences.