Strategic Uses of Social Media for Improved Customer Retention

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

Social networking venues have increased significantly in popularity in recent years. When utilized properly, these networks can offer many advantages within business contexts.

Strategic Uses of Social Media for Improved Customer Retention is a pivotal reference source for the latest scholarly research on the implementation of online social networks in modern businesses and examines how such networks allow for a better understanding of clients and customers. Highlights theoretical concepts, empirical case studies, and critical analyses.

Readers:

This book is ideally designed for researchers, practitioners, professionals, and upper-level students interested in improving and maintaining customer relationships.


Topics Covered:

- Brand Recall
- Branding Strategies
- Customer Engagement
- Customer Loyalty
- Family-Owned Businesses
- Knowledge Management
- Sentiment Analysis

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