

Marketing in Social-Networks



Filesize: 2.7 MB

Reviews

This pdf is so gripping and intriguing. I could comprehend almost everything using this composed ebook. You are going to like just how the article writer create this ebook.
(Miss Dakota Zulauf)

MARKETING IN SOCIAL-NETWORKS

[DOWNLOAD](#)

GRIN Verlag Jun 2009, 2009. Taschenbuch. Book Condition: Neu. 212x150x18 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2009 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 1,7, Hochschule der Medien Stuttgart, Veranstaltung: Content Management, Sprache: Deutsch, Abstract: Kurzfassung: Gegenstand der hier vorgestellten Arbeit ist das Marketing in sozialen Netzwerken. Soziale Netzwerke eröffnen Unternehmen ungeahnte Möglichkeiten neue Produkte zu entwickeln und diese auf dem Markt zu positionieren. Die rasante Entwicklung von Web-2.0 in den letzten Jahren ist ein Indikator dafür, welches Potenzial hinter den Anwendungen des neuen Webs steckt. Es gibt eine Vielfalt neuer Werkzeuge, derer sich ein Unternehmen bedienen kann. Es kann über Freundschaftsnetzwerke wie StudiVZ oder Facebook Profildaten über die User sammeln. Diese Daten dann mit geschickten viralen Kampagnen verknüpfen. Oder völlig neue Wege gehen in dem es Peer Production nutzt oder sich Wettbewerbsvorteile mit partizipativen Netzwerken verschafft. Unternehmen, an denen diese Entwicklung bisher vorbei gegangen ist, sollten von Pionieren wie Google, Amazon oder eBay lernen. Schlagwörter: Web-2.0, Soziale Netzwerke, Marketing, Peer Production, partizipative Plattformen, Wettbewerbsvorteile Abstract: Subject of the here presented work is the marketing in social networks. Social networks can show companies unimagined ways to develop new products and to launch them on the market. Rapid development of Web-2.0 in recent years is an indicator for the potential behind Web-2.0 applications. There is a diversity of new tools which these companies can use. There are friendship-networks like StudiVZ, where companies can gain a lot of information out of user profiles. This data could be used cleverly in viral marketing campaigns. But the companies could walk along entirely new ways where they use Peer Production or the competitive advantages of participatory networks. Companies missed this development should learn from pioneers like Google, eBay or Amazon. Keywords: Web-2.0, social networks, marketing,...

[Read Marketing in Social-Networks Online](#)[Download PDF Marketing in Social-Networks](#)

Relevant PDFs



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Read Book »](#)



Programming in D

Ali Cehreliz 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Read Book »](#)



America's Longest War: The United States and Vietnam, 1950-1975 (Paperback)

McGraw-Hill Education - Europe, United States, 2013. Paperback. Book Condition: New. 5th. 206 x 137 mm. Language: English . Brand New Book. Respected for its thorough research, comprehensive coverage, and clear, readable style, America's...

[Read Book »](#)



Have You Locked the Castle Gate?

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal...

[Read Book »](#)



The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book...

[Read Book »](#)



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the

[Save Document »](#)



JA] early childhood parenting :1-4 Genuine Special(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2006-01-01 Pages: 179 Publisher: the China Pictorial Our book is all

[Save Document »](#)



Goodparents.com: What Every Good Parent Should Know About the Internet (Hardback)

Prometheus Books, United States, 2000. Hardback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. The Internet may now be the most powerful, single source of information in the world, and

[Save Document »](#)



Readers Clubhouse Set a Dan the Ant (Paperback)

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Karen Stormer Brooks (illustrator). 214 x 149 mm. Language: English . Brand New Book. This is volume one, Reading Level 1, in a comprehensive

[Save Document »](#)



Instrumentation and Control Systems

Elsevier Science & Technology. Paperback. Book Condition: new. BRAND NEW PRINT ON DEMAND., Instrumentation and Control Systems, William Bolton, In a clear and readable style, Bill Bolton addresses the basic principles of modern instrumentation and

[Save Document »](#)