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TWITTER-MARKETING.



Steinbeis-Edition Aug 2010, 2010. Taschenbuch. Book Condition: Neu. 211x149x15 mm. Neuware - Der Einsatz von Social Media-Applikationen hält rasanten Einzug in die Unternehmenswelt und avanciert zum elementaren Bestandteil unseres Arbeitsalltags. Laut dem Marktforschungsinstitut Nielsen konnte insbesondere der Microblogging-Dienst Twitter im Vergleich 2009 zu 2010 eine Wachstumsrate von über 335% allein im deutschsprachigen Web erzielen. Die freie Meinungsäußerung weist beachtliche Qualität und Intensität auf, bedenkt man, dass rund ein Viertel aller Tweets mittlerweile Lob und Tadel rund um Unternehmen, Produkte und...

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- Authored by Sonja Salmen
- Released at 2010



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Reviews

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