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Social media marketing tracy l. tuten michael r. solomon pdf

Tracy L. Tuten, Ph.D., is Professor of Marketing at East Carolina University where she teaches social media marketing and advertising. Her first book, Advertising 2.0: Social Media Marketing in a Web 2.0 World, was followed by others on using social media and digital marketing for the enterprise, and the book, Advertisers at Work, which features interviews with luminaries in the field. Dr. Tuten's publications have appeared in such journals as Journal of Marketing Communications, Psychology & Marketing, and Journal of Business Research. Prior to her appointment at ECU, she taught at Longwood University and at Virginia Commonwealth University, where her research efforts were recognized with VCU's Excellence in Scholarship award. A two-time Fulbright Scholar, she speaks all over the world on marketing topics. She's been recognized with teaching awards at her respective institutions and with national awards, such as the O'Hara Leadership Award in Direct & Interactive Marketing Education. In 2013, she was inducted into the Incredible Women of ECU series, which highlights female graduates of East Carolina University who have reached exceptional levels of achievement in their respective careers. She is one of only 110 women to achieve this distinction. Her influence in social media marketing is recognized with a consistent ranking in the top 20 listing of marketing professors and top 50 listing of authors of marketing books on Twitter (respectively) by Social Media Marketing magazine. Follow her at @brandacity on Twitter or follow her blog at www.tracytuten.com. Michael R. Solomon, Ph.D., is Professor of Marketing and Director of the Center for Consumer Research in the Haub School of Business at Saint Joseph's University in Philadelphia, Pennsylvania. Professor Solomon's primary research interests include consumer behavior and lifestyle issues, branding strategy, the psychology of fashion, and marketing applications of virtual worlds and other new media. His textbooks include Consumer Behavior: Buying, Having, and Being; Marketing: Real People, Real Choices; and Better Business. His most recent trade book, The Truth about What Customers Want, was published by FT (Financial Times) Press. Professor Solomon is frequently quoted in magazines and newspapers, including Newsweek, The New York Times, and The Wall Street Journal. He has served as a consultant to numerous corporations including Calvin Klein, Intel, Procter & Gamble, Microsoft, State Farm Insurance, and United Airlines on issues relating to consumer behavior, marketing strategy, advertising and retailing. © 1996-2014, Amazon.com, Inc. or its affiliates Tracy L. Tuten, Ph.D., is a professor of marketing and author of several books including co-author of the award-winning textbook, Social Media Marketing. Her first book, Advertising 2.0: Social Media Marketing in a Web 2.0 World, was followed by others on using social media and digital marketing for the enterprise, and the book, Advertisers at Work, which features interviews with luminaries in the field. Dr. Tuten's publications have appeared in such journals as Journal of Marketing Communications, Psychology & Marketing, and Journal of Business Research. A two-time Fulbright Scholar, she frequently speaks around the world on marketing topics. She's been recognized with teaching awards at her respective institutions and with national awards, such as the O'Hara Leadership Award in Direct & Interactive Marketing Education. In 2013, she was inducted into the Incredible Women of ECU series, which highlights female graduates of East Carolina University who have reached exceptional levels of achievement in their respective careers. Michael R. Solomon, Ph.D., is Professor of Marketing and Director of the Center for Consumer Research in the Haub School of Business at Saint Joseph's University in Philadelphia, Pennsylvania. Professor Solomon's primary research interests include consumer behavior and lifestyle issues, branding strategy, the psychology of fashion, and marketing applications of virtual worlds and other new media. His textbooks include Consumer Behavior: Buying, Having, and Being; Marketing: Real People, Real Choices; and Better Business. His most recent trade book, The Truth about What Customers Want, was published by FT (Financial Times) Press. Professor Solomon is frequently quoted in magazines and newspapers, including Newsweek, The New York Times, and The Wall Street Journal. He has served as a consultant to numerous corporations including Calvin Klein, Intel, Procter & Gamble, Microsoft, State Farm Insurance, and United Airlines on issues relating to consumer behavior, marketing strategy, advertising and retailing. Fler böcker inom Etiska & sociala aspekter på datoranvändning Försäljning & marknadsföring Format E-bok Filformat EPUB med Adobe-kryptering Om Adobe-kryptering Nedladdning Kan laddas ned under 24 månader, dock max 3 gånger. Språk Engelska Antal sidor 448 Utgivningsdatum 2017-11-20 Förlag SAGE Publications ISBN 9781526424549 Du kanske gillar **Winner of the TAA 2017 Textbook Excellence Award** "e;Social Media Marketing deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the daunting task of understanding rapidly evolving social media and its users."e; TAA Judges Panel Social Media Marketing was the first textbook to cover this vital subject and has quickly become the market leader. It melds essential theory with practical application and covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications, and harnessing social media data to yield consumer insights. The authors outline the 'four zones' of social media that marketers can use to help achieve their strategic objectives: 1. Community 2. Publishing 3. Entertainment 4. Commerce The new third edition has been extensively updated to include new content on tactical planning and execution and coverage of the latest research within social media marketing. Expanded new case studies and examples including Facebook, Instagram, Twitter and Snapchat are discussed in relation to globally recognized brands such as Pokemon Go, Nike, Amazon Kindle and Lady Gaga. The book is complemented by a companion website that offers valuable additional resources for both instructors and students, including author videos discussing key social media marketing ideas and concepts, author-selected YouTube video playlists, additional case studies, further weblinks, PowerPoint slides and Testbank. Suitable for modules and courses on social media marketing. Visa hela texten Inställningar Tuten, Tracy L., 1967- (författare) Solomon, Michael R., 1956- (författare) Alternativt namn: Solomon, Michael Robert, 1956- Alternativt namn: Solomon, Michael (Michael R.), 1956- Alternativt namn: Solomon, Michael, 1956- ISBN 9781529713626 Third edition Publicerad: Los Angeles : SAGE Publications Ltd, 2019 Engelska 448 sidor Inställningar Hjälp Titeln finns på 1 bibliotek. Bibliotek i Mellansverige (1) Ange som favorit Editorial reviews Publisher Synopsis I was an F student in college, so my textbooks collected a lot of dust. Had this book been around back then it might have been a different story. -- Gary Vaynerchuk Hands down, this is the single best textbook about social media marketing out there. This radically revised and fully updated edition is even more comprehensive, strategic, organized, visual, results-oriented and innovative than the first. If you teach or study social media marketing or digital marketing, then you need this book! -- Robert V. Kozinets Read more... User-contributed reviews Add a review and share your thoughts with other readers. Be the first. Add a review and share your thoughts with other readers. Be the first. The social media content that students--and their future employers--need to have. Tuten/Solomon is the first social media marketing textbook that focuses on showing students how social media fits into the marketer's toolbox. "The third edition of this market-leading textbook effectively demonstrates how social media fits into and complements the marketers' toolbox. Social Media Marketing blends essential theory with practical application and covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications, and harnessing social media data to yield consumer insights. This textbook outlines the "four zones" of social media-community, publishing, entertainment, and commerce-which marketers can use as a part of the strategic planning processes to achieve their core objectives. The new edition has been extensively updated and expanded to include a new chapter on tactical planning and execution, and covers the latest research within social media marketing. It also incorporates new case studies and examples, including Facebook, Instagram, Twitter, and Snapchat, and discusses these in relation to globally recognized brands. This adaptation integrates India-specific examples, cases, and data to make the content suitable for the students of South Asia. Key Features Comprehensive, strategic, well-organized, and result-oriented coverage of social media Integration of latest examples and research data from India and the rest of the world in a reader-friendly layout New case studies on Indian brands-Patanjali, Safola, Durex, and Uber (India) Robust companion website offering additional case studies, instructor resources, test bank, and suggested video links"--

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