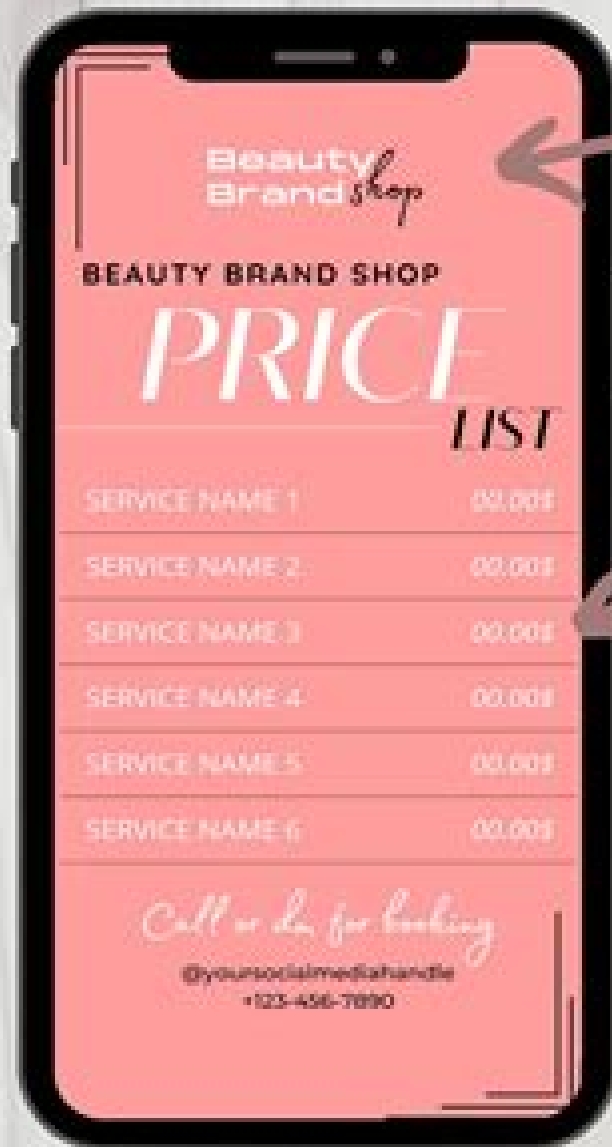


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in October 2020 The 30 full and 3 short papers presented in these proceedings were carefully reviewed and selected from 99 submissions The papers presented in this volume cover a broad range of topics ranging from works that ground information system design on social concepts to papers that analyze complex social systems using computational methods or explore socio technical systems using social sciences methods Handbook of Research on New Media Applications in Public Relations and Advertising Esiyok, Elif,2020-08-07 As competition between companies increases the need for effective public relations and advertising campaigns becomes imperative to the success of the business However with the introduction of new media the nature of these campaigns has changed Today s consumers have more awareness and diversified ways to obtain knowledge and through new media they can provide feedback An understanding of how to utilize new media to promote and sustain the reputation of an organization is vital for its continued success The Handbook of Research on New Media Applications in Public Relations and Advertising is a pivotal reference source that provides vital research on the application of new media tools for running successful public relations and advertising campaigns While highlighting topics such as digital advertising online behavior and social networking this book is ideally designed for public relations officers advertisers marketers brand managers communication directors social media managers IT consultants researchers academicians students and industry practitioners Handbook of Research on Innovation and Development of E-Commerce and E-Business in ASEAN Almunawar, Mohammad Nabil,Anshari, Muhammad,Ariff Lim, Syamimi,2020-08-28 Business to consumer B2C and consumer to consumer C2C e commerce transactions including social commerce are rapidly expanding although e commerce is still small when compared to traditional business transactions As the familiarity of making purchases using smart devices continues to expand many global and regional investors hope to target the ASEAN region to tap into the rising digital market in this region The Handbook of Research on Innovation and Development of E Commerce and E Business in ASEAN is an essential reference source that discusses economics marketing strategies and mobile payment systems as well as digital marketplaces communication technologies and social technologies utilized for business purposes Featuring research on topics such as business culture mobile technology and consumer satisfaction this book is ideally designed for policymakers financial managers business professionals academicians students and researchers Stop Making Others Rich: How Authors Can Make Bank By Selling Direct Morgana Best,2022-07-31 Do you want to have an author store and don t know where to start Or have one and don t know how to make the most of it Take back your power and control your author finances with an author store Your store is not just another retailer with the right store you can upsell retarget customers bundle products such as an ebook and a print book or whatever you like No more rules No more nastygrams No more spending most of your ad budget to subsidise retailers sending your readers to a page with other authors books on it With a store you can get paid now That s right now and not in 60 days And no more retailer cuts Ever wondered who buys your books Not any more Now you have data and depending on your storefront analytics This book

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(Jr.), Dana E. Harrison, Haya Ajjan, 2021 We developed this new book with enthusiasm and great optimism Marketing analytics is an exciting field to study and there are numerous emerging opportunities for students at the undergraduate level and particularly at the master s level We live in a global highly competitive rapidly changing world that is increasingly influenced by digital data expanded analytical capabilities information technology social media artificial intelligence and many other recent developments We believe this book will become the premier source for new and essential knowledge in data analytics particularly for situations related to marketing decision making that can benefit from marketing analytics which is likely 80 percent of all challenges faced by organizations

Crisis Communications: The Definitive Guide to Managing the Message
Steven Fink, 2013-02-12 The Definitive Guide to Communicating in Any Crisis When facing an already difficult crisis the last thing a company needs is to make it worse through its own communications or lack thereof As one who has lived through a number of business crises and served as an independent investigator of the crises of others I consider Steven Fink s book to be an excellent guide to avoiding collecting scar tissue of your own by learning from the scar tissue painfully collected by others Norman R Augustine former Chairman and Chief Executive Officer Lockheed Martin There are few guarantees in business today Unfortunately one of them is the inevitability of a crisis having a potentially major effect on your business and your reputation When your company finds itself in the midst of a crisis the ripple effects can disrupt lives and business for the foreseeable future if public opinion is not properly shaped and managed Skillfully managing the perception of the crisis determines the difference between a company s life or death Because in the pitched battle between perception and reality perception always wins Fortunately there is a solution Crisis communications and crisis management legend Steven Fink gives you everything you need to prepare for the inevitable whether it s in the form of human error industrial accidents criminal behavior or natural disasters In this groundbreaking guide Fink provides a complete toolkit for ensuring smooth communications and lasting business success through any crisis Crisis Communications offers proactive and preventive methods for preempting potential crises The book reveals proven strategies for recognizing and averting damaging crisis communications issues before it s too late The book also offers ways to deal with mainstream and social media use them to your advantage and neutralize and turn around a hostile media environment Steven Fink uses his decades of expertise and experience in crisis communications to help you UNDERSTAND AND MANAGE THE RELATIONSHIP BETWEEN PUBLIC PERCEPTION AND REALITY CHOOSE THE BEST SPOKESPERSON FOR THE CRISIS PROTECT YOUR BRAND AND REPUTATION THROUGH CRISES LARGE AND SMALL MAKE WISE VIGILANT AND DEFENSIBLE DECISIONS UNDER EXTREME CRISIS INDUCED STRESS TELL THE TRUTH NO MATTER HOW TEMPTING IT MAY BE TO MISLEAD USE SOCIAL MEDIA OUTLETS TO COMMUNICATE DIRECTLY TO THE PUBLIC ABOUT A CRISIS The explosion of the Internet and especially social media has added a new layer to the business leader s skill set the ability to handle a crisis quickly and professionally within moments of its occurrence Livelihoods depend upon it With in depth case studies of Toyota BP and Penn

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