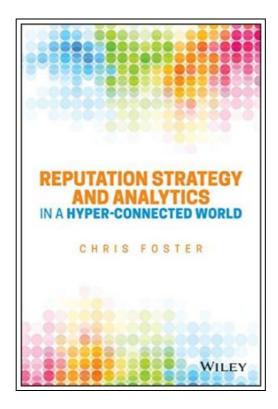
Reputation Strategy and Analytics in a Hyper-Connected World: Using Analytics to Drive Strategy and Increase Brand Equity in Global Markets (Hardback)



Filesize: 3.29 MB

Reviews

Complete guide for publication fanatics. It is full of knowledge and wisdom You will not really feel monotony at at any time of your respective time (that's what catalogues are for about should you question me).

(Arely Dare)

REPUTATION STRATEGY AND ANALYTICS IN A HYPER-CONNECTED WORLD: USING ANALYTICS TO DRIVE STRATEGY AND INCREASE BRAND EQUITY IN GLOBAL MARKETS (HARDBACK)



John Wiley Sons Inc, United States, 2016. Hardback. Book Condition: New. 236 x 160 mm. Language: English . Brand New Book. Reputation management techniques that work amidst the unceasing flow of information Reputation Strategy and Analytics in a Hyper-Connected World is a complete guide to corporate communications and reputation management. Covering a range of scenarios from ideal to catastrophic, this book provides a clear blueprint for preparation, execution, and beyond. The discussion focuses on data-driven, evidence-based strategies for the modern digital economy, providing actionable frameworks, practical roadmaps, and step-by-step blueprints for deploying advance analytics, predictive modeling, and big data techniques to successfully manage communications and reputation. You II learn how the right tools and people get the job done quickly, effectively, and cost-effectively, and how to identify and acquire the ones you need. Coverage includes the latest technology and cutting-edge applications, bringing you up to speed on what excellence in communications can realistically be. We live in an age of interconnectedness and transparency, and information travels at the speed of light to reach nearly every corner of the globe. This book shows you the key strategies and operational tactics required to respond successfully to financially damaging assaults on your company s reputation. * Execute world-class corporate communications * Prepare for best- and worst-possible case scenarios * Manage organizational reputation in the digital economy * Pick the right team and the right tools to get the job done Stories, rumors, lies there is no safe haven. Big data, cloud, and mobile technologies are fueling a perfect storm of immense proportions, overwhelming the capabilities of organizations and individuals attempting to manage their brands and reputations when hit with damaging information or harmful stories. Reputation Strategy and Analytics in a Hyper-Connected World shows you navigate the never-ending information stre

Read Reputation Strategy and Analytics in a Hyper-Connected World: Using Analytics to Drive Strategy and Increase Brand Equity in Global Markets (Hardback) Online

Download PDF Reputation Strategy and Analytics in a Hyper-Connected World: Using Analytics to Drive Strategy and Increase Brand Equity in Global Markets (Hardback)

See Also



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Getting Your FREE Bonus Download this book, read it to the end and...

Download Document »



Read Write Inc. Phonics: Yellow Set 5 Storybook 7 Do We Have to Keep it?

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 211 x 101 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read...

Download Document »



Traffic Massacre: Learn How to Drive Multiple Streams of Targeted Traffic to Your Website, Amazon Store, Auction, Blog, Newsletter or Squeeze Page

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.3 Free Bonus Books Included! Attention: Online business owners. quot:Finally!...

Download Document »



Trini Bee: You re Never to Small to Do Great Things

Createspace Independent Publishing Platform, United States, 2013. Paperback. Book Condition: New. 216 x 216 mm. Language: English . Brand New Book ****** Print on Demand ******.Children s Book: Trini Bee An Early Learning - Beginner...

Download Document »



Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 2: Cat in a Bag (Hardback)

Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 172 x 142 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK s best-selling home reading series. It...

Download Document »