



Social Media Technologies for Business Intelligence: Crisis, Security Travel and Emergency

Tony Ridley

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Social media is social business and it now plays a significant role in day-to-day business activity, despite a limited few understanding its potential and implications.

Learn how to immediately leverage from social media technologies or to significantly enhance your current use for specialist areas such as crisis management, security, emergency and travel management. Find out what customers are saying about your brand and how to ensure your message gets heard and not drowned out.

By reading this book, managers and leaders at all levels will be able to quickly direct and contribute to better business solutions through the best social media strategy to suit the situation.

The benefits of this book is that all the research, hard work and experimentation have been done for you so you get to the results and business improvements faster. This is not theory, all the content and examples are based on actual, repeatable results.

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