

Book Alert

World Digital Libraries 10(1): 63–64 (2017)

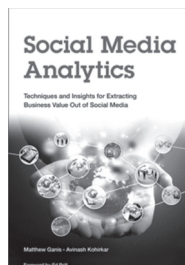
Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media

Ganis Matthew and Kohirkar Avinash. 2015

Pearson Education Inc. (Publishing as IBM Press)

There's real competitive advantage buried in today's deluge of social media data. If you know how to analyse it, you can increase your relevance to customers, establishing yourself as a trusted supplier in a cut-throat environment where consumers rely more than ever on "public opinion" about your products, services, and experiences.

Social Media Analytics is the complete insider's guide for all executives and marketing analysts who want to answer mission-critical questions and maximize the business value of their social media data. Two leaders of IBM's pioneering Social Media Analysis Initiative offer thorough and practical coverage of the entire process: identifying the right unstructured data, analysing it, and interpreting and acting on the knowledge you gain.



Their expert guidance, practical tools, and detailed examples will help you learn more from all your social media conversations, and avoid pitfalls that can lead to costly mistakes.

Whether you're a marketer, analyst, manager, or technologist, you'll learn how to use social media data to compete more effectively, respond more rapidly, predict more successfully...grow profits, and keep them growing.

Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation

Damian Ryan. 2016.
Kogan Page

The world of digital media is changing at a phenomenal pace. Constantly evolving technologies are transforming not just how we access our information but how we interact and communicate with one another on a global scale.

Understanding Digital Marketing is a practical, no-nonsense guide to web-marketing, the rules of new media and researching the new generation of digital consumers. Clear, informative, and entertaining, it covers key topics such as search marketing, social media, Google, mobile



marketing, affiliate marketing, email marketing, performance marketing, customer engagement, and digital marketing strategies.

One of the best-selling books in the industry, this fourth edition of *Understanding Digital Marketing* has been thoroughly revised with more information, fresh examples and case studies, and the latest developments in the industry. Complete with in-depth insider accounts of digital marketing successes from internationally recognised brands and digital marketing campaigns, it is essential reading for both practitioners and students alike.

Multimedia Foundations: Core Concepts for Digital Design

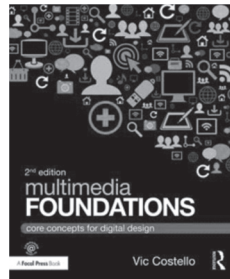
Vic Costello. 2016.

Taylor & Francis Group

Multimedia Foundations

understands the core concepts and skills of

multimedia production and digital storytelling



using text, graphics, photographs, sound, motion, and video. Thereafter, these are placed together using the skills that developed for effective project planning, collaboration, design, and production.

Presented in full colour with hundreds of vibrant illustrations, this second edition of *Multimedia Foundations* imparts training in the principles and skill sets common to all forms of digital media production, enabling creation of successful and engaging content, no matter the tools in use.

The second edition has been fully updated and features a new chapter on video production and new sections on user-centred design, digital cinema standards (2K, 4K, and 8K video), and DSLR and video camcorder recording formats and device settings. The companion website which features a wealth of web resources, glossary terms, and video tutorials, has also been updated with new content for both students and instructors.