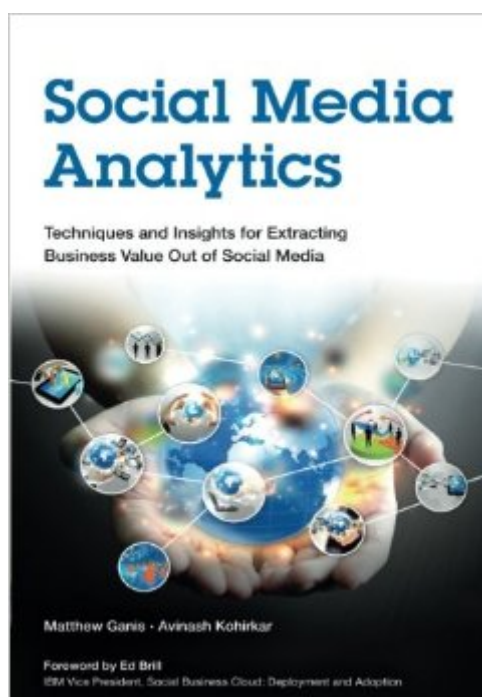


The book was found

Social Media Analytics: Techniques And Insights For Extracting Business Value Out Of Social Media (IBM Press)



Synopsis

Transform Raw Social Media Data into Real Competitive Advantage. There's real competitive advantage buried in today's deluge of social media data. If you know how to analyze it, you can increase your relevance to customers, establishing yourself as a trusted supplier in a cutthroat 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, analyzing 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. You'll learn how to:

- Focus on the questions that social media data can realistically answer
- Determine which information is actually useful to you and which isn't
- Cleanse data to find and remove inaccuracies
- Create data models that accurately represent your data and lead to more useful answers
- Use historical data to validate hypotheses faster, so you don't waste time
- Identify trends and use them to improve predictions
- Drive value on-the-fly from real-time/near-real-time and ad hoc analyses
- Analyze text, a.k.a. "data at rest"
- Recognize subtle interrelationships that impact business performance
- Improve the accuracy of your sentiment analyses
- Determine eminence, and distinguish "talkers" from true influencers
- Optimize decisions about marketing and advertising spend

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.

Book Information

Series: IBM Press

Paperback: 304 pages

Publisher: IBM Press; 1 edition (December 21, 2015)

Language: English

ISBN-10: 0133892565

ISBN-13: 978-0133892567

Product Dimensions: 5.9 x 0.8 x 8.8 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 2.5 out of 5 stars [See all reviews](#) (2 customer reviews)

Best Sellers Rank: #1,380,863 in Books (See Top 100 in Books) #58 in [Books > Computers & Technology > Web Development & Design > Website Analytics](#) #573 in [Books > Computers & Technology > Business Technology > Social Media for Business](#) #944 in [Books > Computers & Technology > Internet & Social Media > Social Media](#)

Customer Reviews

A book to market IBM products...

Engaging read that can give a roadmap of how to interpret deluge of social media data.

[Download to continue reading...](#)

Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media (IBM Press) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) People Analytics: How Social Sensing Technology Will Transform Business and What It Tells Us about the Future of Work (FT Press Analytics) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Redbook with Media : IBM Certification Study Guide AIX Support (IBM Redbook) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) Analytics: Data Science, Data Analysis and Predictive Analytics for Business Key Business Analytics: The 60+ tools every manager needs to turn data into insights: - better understand customers, identify cost savings and growth opportunities Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage

Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Removing Mountains: Extracting Nature and Identity in the Appalachian Coalfields (A Quadrant Book) Extracting Appalachia: Images of the Consolidation Coal Company, 1910–1945 Fraud Analytics Using Descriptive, Predictive, and Social Network Techniques: A Guide to Data Science for Fraud Detection (Wiley and SAS Business Series) Even You Can Learn Statistics and Analytics: An Easy to Understand Guide to Statistics and Analytics (3rd Edition) Servlet and JSP Programming with IBM WebSphere Studio and VisualAge for Java (IBM Redbook) Design and Implement Servlets, JSPs, and EJBs for IBM WebSphere Application Server (IBM Redbook)

[Dmca](#)