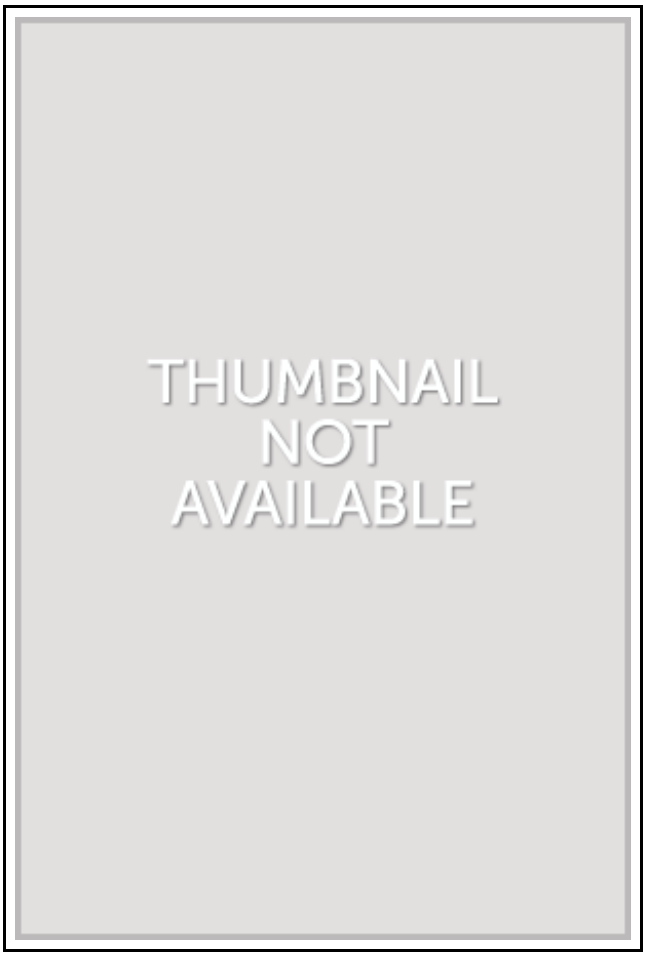
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MARKETING WITH WEB 2.0: SOCIAL NETWORKING AND VIRAL MARKETING

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Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. Marketing with Web 2.0: Social Networking and Viral Marketing introduces social media marketing to advanced college and first year MBA students. The primary focus is to supplement and enhance the current marketing and technology curricula by applying standard marketing theory to the new online space. The text is positioned to build upon students familiarity with basic marketing approaches and their first-hand experience with social networking and viral marketing websites. By following the chapter outlines of standard texts in marketing, the book reinforces the instructor s commitment to these topic areas as reputable channels. The examples build upon student experiences by integrating student interest into the academic marketing framework. This audiobook is directed toward individuals who want to incorporate new technologies into their marketing portfolio or are looking for new methods to reach the next generation audience. This material can also be applied in management courses exploring the impact of behavioral change and MIS courses focused upon implementing social networking technologies. Dr. David L. Anderson currently serves as an associate professor of Economics and Business at Westmont College (Santa Barbara, California), where he teaches courses in Entrepreneurship and Technology, Management, Marketing, and Management Information Systems. Dr. Anderson received his law degree from the George Washington University in Washington, DC and is a member of the Ohio, District of Columbia, federal, and the US Supreme Court Bars. He earned his Master of Business Administration from the University of Michigan in Ann Arbor, Michigan. He received his Master of Science in Computer Science from Northwestern University in Evanston, Illinois. Professor Anderson earned his doctorate in educational administration with a focus upon administration, planning, and social policy from Harvard University in Cambridge, Massachusetts....

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