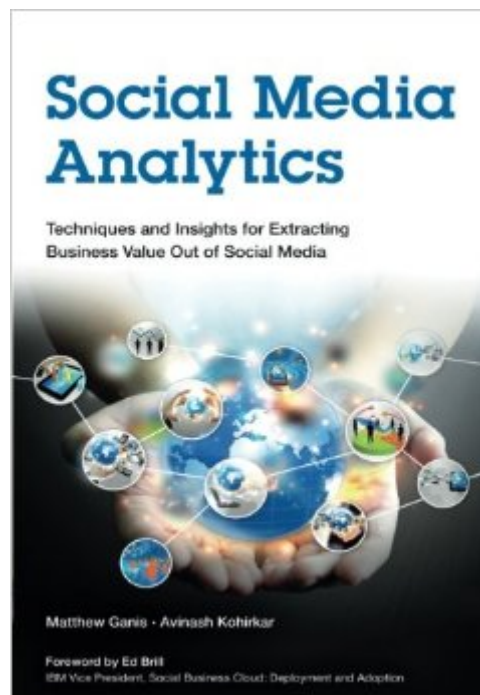


The book was found

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 Â Thereâ™s real competitive advantage buried in todayâ™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 âœpublic opinionâ• about your products, services, and experiences. Â Social Media Analytics is the complete insiderâ™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 IBMâ™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. Â 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. Â Youâ™ll learn how to:

- Focus on the questions that social media data can realistically answer
- Determine which information is actually useful to youâ™ and which isnâ™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 donâ™t waste time
- Identify trends and use them to improve predictions
- Drive value âœon-the-flyâ• from real-time/near-real-time and ad hoc analyses
- Analyze text, a.k.a. âœdata at restâ•
- Recognize subtle interrelationships that impact business performance
- Improve the accuracy of your sentiment analyses
- Determine eminence, and distinguish âœtalkersâ• from true influencers
- Optimize decisions about marketing and advertising spend

Whether youâ™re a marketer, analyst, manager, or technologist, youâ™ll learn how to use social media data to compete more effectively, respond more rapidly, predict more successfullyâlgrow profits, and keep them growing. Â

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A book to market IBM products...

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

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