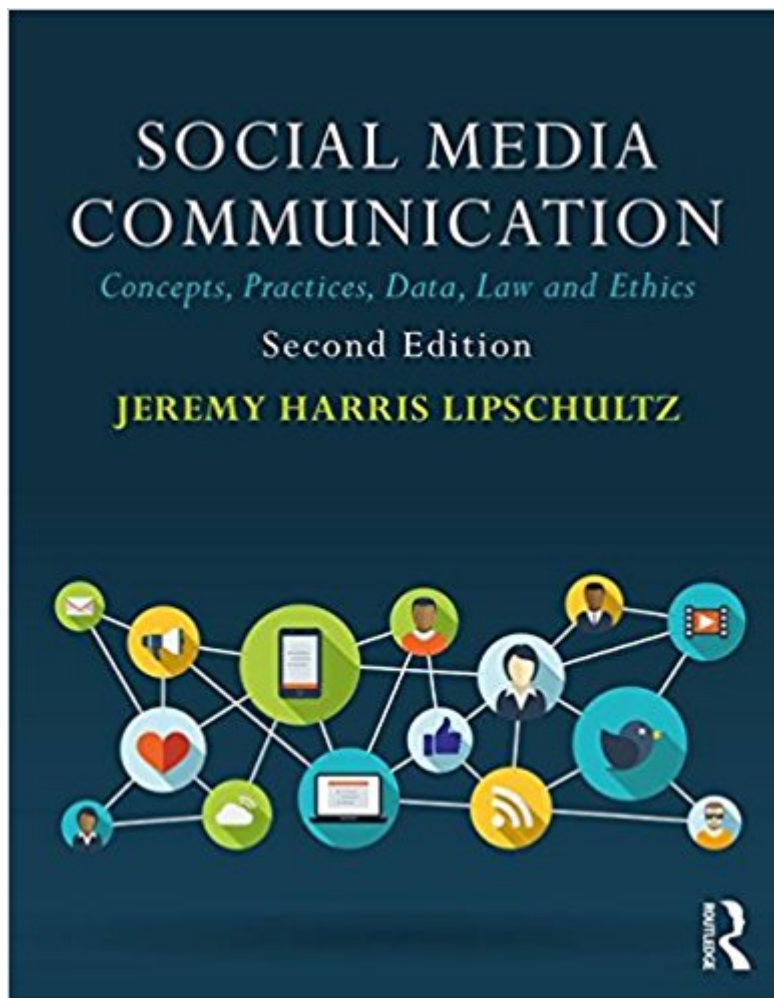




Ebook Directory
the best source of ebook

The book was found

Social Media Communication: Concepts, Practices, Data, Law And Ethics



Synopsis

In the second edition of *Social Media Communication: Concepts, Practices, Data, Law and Ethics*, Jeremy Harris Lipschultz presents a wide-scale, interdisciplinary analysis and guide to social media. Examining platforms such as Facebook, Instagram, Snapchat, LinkedIn, YouTube and Pinterest, this book explores and analyzes journalism, broadcasting, public relations, advertising and marketing. Lipschultz focuses on key concepts, best practices, data analyses, law and ethics—all promoting the critical thinking professionals and students need to use new networking tools effectively and to navigate social and mobile media spaces. Featuring historical markers and contemporary case studies, essays from some of the industry's leading social media innovators and a comprehensive glossary, this practical, multipurpose textbook gives readers the resources they'll need to both evaluate and utilize current and future forms of social media. For more information about the book, supplementary updates and teaching materials, follow the Social Media Communication Facebook page, @JeremyHL on Twitter and the UNO Social Media Lab on SlideShare. Facebook: www.facebook.com/SocialMediaCommunication Twitter: @JeremyHL #UNOSML #SMC2018 #SMProfs SlideShare: www.slideshare.net/jeremylipschultz

Book Information

Paperback: 396 pages

Publisher: Routledge; 2 edition (July 13, 2017)

Language: English

ISBN-10: 1138229776

ISBN-13: 978-1138229778

Product Dimensions: 7 x 0.9 x 8.9 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 3 customer reviews

Best Sellers Rank: #111,301 in Books (See Top 100 in Books) #23 in Books > Law > Media & the Law #100 in Books > Computers & Technology > Internet & Social Media > Social Media #121 in Books > Textbooks > Communication & Journalism > Journalism

Customer Reviews

"Lipschultz provides a practical guide to the complex world of social media. Whether you need a quick reference or are wrapping your head around the whole subject, this book gives you what you need in the moment and pointers to solid references for further study." — Jim Sterne, Founder eMetrics Summit & Board Chair, Digital Analytics Association

Jeremy Harris Lipschultz is Isaacson Professor in the UNO Social Media Lab, and School of Communication, University of Nebraska at Omaha. He is a blogger for The Huffington Post, LinkedIn Pulse and ChicagoNow, and has authored or co-authored six previous books and dozens of articles. Lipschultz is an international media source and frequently speaks on industry and social trends.

Good book. Well organized.

The book provides a comprehensive look at social media and communication

The textbook seems to lean very heavily on past and current social media research, providing very little of the author's own ideas. If you want a good literature overview, this serves the purpose. The book is like one long literature review. Many of the practices lean more toward Fortune 500 company level practices not applicable to small PR firms or departments. Books on social media become outdated pretty quickly as the landscape changes almost monthly. Lipschultz is up to date on current social media technology, and many of the concepts are translatable across platforms. Much of the literature cited is current, and there is a sound foundation on communication theory presented.

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

Social Media Communication: Concepts, Practices, Data, Law and Ethics Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Big Data For Business: Your Comprehensive Guide to Understand Data Science, Data Analytics and Data Mining to Boost More Growth and Improve Business - Data Analytics Book, Series 2 Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data Book 1) Data Analytics: Applicable Data Analysis to Advance Any Business Using the Power of Data Driven Analytics (Big Data Analytics, Data Science, Business Intelligence Book 6) 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: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Analytics: Data Science, Data Analysis and

Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Communication, Media, and Identity: A Christian Theory of Communication (Communication, Culture, and Religion) How Social Media is Changing Sports: Its a Whole New Ballgame (The Hampton Press Communication Series (Mass Communication and Journalism)) Media Law and Ethics (Routledge Communication Series) Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success) Social Media Marketing: Dominating Strategies for your Business with Social Media (Edition July 2017, Facebook, Snapchat, Instagram, Twitter, LinkedIn, YouTube) Social Media Marketing Workbook: 2017 Edition - How to Use Social Media for Business Social Media Marketing Workbook: 2017: How to Use Social Media for Business Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing Twitter Marketing: Learn How To Grow Your Twitter account to 1 Million Followers in the first 6 months. (Social Media, Social Media Marketing, Online Business) Chirelstein's Federal Income Taxation: A Law Student's Guide to the Leading Cases and Concepts (Concepts and Insights) (Concepts and Insights Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)