

DOWNLOAD PDF

The use of Facebook by companies

By Sophie Bertrand

GRIN Verlag Feb 2012, 2012. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2011 in the subject English - Discussion and Essays, grade: 13, University of Louvain (Faculté de philosophie, arts et lettres), course: Compétence interactive en anglais : l anglais académique, language: English, abstract: Facebook has become the state-of-the-art communication tool. As a matter of fact, the renowned social network enables users to send emails, chat, share pictures and play games to name but a few (Graham, 2008). This is the reason why business companies are more and more keen to benefit from the famous social group (Annez de Taboada, 2010). This study investigates the relationship between Facebook and the business world. The aim of the investigation is twofold: first it depicts the level of importance of Facebook for companies and to what extent they are eager to use it. Secondly but most importantly, it examines the methods by which this high-tech communication tool is used by certain businesses for their external and internal communication (marketing strategy, technique of recruitment, internal communication, etc.). Questionnaires will be dispatched to a wide range of firms from...

READ ONLINE
[1.5 MB]

Reviews

A brand new electronic book with a new standpoint. It is writter in basic phrases rather than confusing. Its been designed in an extremely basic way which is merely right after i finished reading through this publication where basically altered me, change the way i believe.

-- ***Kitty Crooks***

The ideal publication i ever read through. It is writter in simple words and never hard to understand. Your daily life span is going to be convert once you full looking over this ebook.

-- ***Tanner Willms PhD***