



Blogging and Other Social Media: Exploiting the Technology and Protecting the Enterprise

Alex Newson, Justin Patten

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Blogging and other types of social media such as wikis and social networking sites have transformed the way we use the internet in recent years. It is a transformation that business is eager to exploit. In order to do so, a clear commercial strategy needs to be established; does your organization wish to use the media actively as a business tool, or do you need to respond to the use of social media by others? *Blogging and Other Social Media* will address this question with practical guidance on using social media as well as the risks associated with it. A collaboration by leading thinkers and business users of social media, the book contains detailed and practical advice on the various forms of social media - their applications, advantages and disadvantages, how these technologies are evolving, and whether or not their use will benefit your business. The section covering social media and the law explains the risks and remedies related to abuse of copyright, defamation, privacy, data protection and user contracts as well as the opportunities and threats for online reputation. If you are looking to encourage your employees but want to protect your business from the threats this emerging media presents, get a copy of this practical guide and study it before you start including social media as part of your corporate marketing or communications strategy.

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