



Handbook of Research on Business Social Networking: Organizational, Managerial, and Technological Dimensions

Maria Manuela Cruz-Cunha

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Given the widespread, frequent use of social networks as a means for people to communicate and share their interests, it comes as no surprise that they have become an important tool for businesses and business networking.

The Handbook of Research on Business Social Networking: Organizational, Managerial, and Technological Dimensions investigates the beginning of social networks and provides perspectives on how they can enhance business. This two-volume reference discusses the main issues, challenges, opportunities, and trends related to the range of new developments and applications in business social networking. Social networks and their integration in businesses are addressed using technological, organizational, managerial, and social perspectives with the aim of disseminating current developments, case studies, new integrated approaches, and practical solutions and applications.

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