



Social Information: Gaining Competitive and Business Advantage Using Social Media Tools

(Chandos Publishing Social Media Series)

Scott Brown

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Information available through ‘traditional’ business and competitive resources can be complimented by information gained through social media tools. Social Information is a must-have book for competitive and business researchers in any discipline including librarians, information professionals, intelligence analysts, students and marketing personnel, and explores how more ‘traditional’ resources can be complimented by social media tools. The book outlines different categories of social tools, competitive and business applications of these tools, and provides example searches with screenshots. The book provides concrete search examples, as well as strategies and approaches for searching social tools that may be available today or that may emerge tomorrow. Readers will learn ways to quickly develop new search strategies as new tools and features emerge. The future of social tools and information, and the lasting impact that these tools have had on how information plays a part in our lives, our businesses and our careers is discussed. The title is structured into seven chapters, covering: the impact of social media, and the approach of the book; a brief history of business and competitive information and the rise of social tools; blogs and microblogs; video, audio and images; social search engines; and the future of social information.

- The book specifically explores business and competitive information and approaches using social media tools
- Written by a highly knowledgeable and long-time practitioner and researcher in the field
- Provides both practical and strategic search approaches, so that the skills learned will be readily transferable to other social tools, and to social tools as they evolve



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