

The use of Facebook by companies



Filesize: 1.81 MB

Reviews

Good electronic book and valuable one. It is one of the most incredible publication we have read through. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Mrs. Bridgette Rau MD)

THE USE OF FACEBOOK BY COMPANIES

[DOWNLOAD](#)

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 all types and all sizes to draw up a large panel of statistics. The outcomes will reveal why and how companies use (or do not use) Facebook. The results will also indicate whether those statistics are contingent to the type and size of company (Balaqué, 2010). 20 pp. Englisch.

[Read The use of Facebook by companies Online](#)[Download PDF The use of Facebook by companies](#)

Other eBooks



Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Read eBook »](#)



Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Read eBook »](#)



Millionaire Mumpreneurs: How Successful Mums Made a Million Online and How You Can Do it Too!

Harriman House Publishing. Paperback. Book Condition: new. BRAND NEW, Millionaire Mumpreneurs: How Successful Mums Made a Million Online and How You Can Do it Too!, Mel McGee, Inspiring stories from some of the world's most...

[Read eBook »](#)



Genuine] Whiterun youth selection set: You do not know who I am Raoxue (Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-08-01 Pages: 254 Publisher: rolls of publishing companies basic information title:...

[Read eBook »](#)



Everything Ser The Everything Green Baby Book From Pregnancy to Babys First Year An Easy and Affordable Guide to Help Moms Care for Their Baby And for the Earth by Jenn Savedge 2009 Paperback

Book Condition: Brand New. Book Condition: Brand New.

[Read eBook »](#)