



Social Applications, Social Commerce und Viral Marketing. Die Social Software als Zukunftsperspektive der Gesellschaft (German Edition)

Harula Zitaki

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Akademische Arbeit aus dem Jahr 2008 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,1, Hochschule Darmstadt, Sprache: Deutsch, Abstract:
„Interessengruppen finden sich im Internet, bilden soziale Netzwerke, erschließen neue Kontakte und vereinfachen bereits bestehende Kontakte“. Dies fördert die Gestaltung von Beziehungen zwischen Personen und Personengruppen. Die Entwicklung der Technologie, der Nutzer und der Potentiale in verschiedenen Unternehmensbereichen werden die Gesellschaft der Zukunft prägen.
Die folgende Arbeit gibt daher einen Einblick in die Entwicklung dieser aktiven und vernetzten Gesellschaft und somit in den Bereich der Social Software. Behandelt werden dabei nicht nur generelle Fakten über Social Software Seiten, sondern insbesondere Social Applications, Social Commerce, sowie das Viral Marketing durch kleinste Formate wie E-Mails bis hin zu Weblogs und Blogs, Videoplattformen und Social Networks.

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