



# **Social Media in der Unternehmenskommunikation: Möglichkeiten in Social Communities und deren Erfolgskontrolle (German Edition)**

*Christian Seidel*

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Studienarbeit aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Multimedia, Internet, neue Technologien, Note: 1,0, International School of Management, Standort Dortmund , Sprache: Deutsch,

Abstract: Die Möglichkeit Web 2.0-Technik in der Unternehmenskommunikation einzusetzen ist lohnenswert, wenn man es richtig macht. Dies versucht diese Arbeit darzustellen mit einem Schwerpunkt auf Social Communities.

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