

## Imc The Next Generation Five Steps For Delivering Value And Measuring Returns Using Marketing Communication

At the top of a company, sales do not matter, profits do not matter, even return on investment is a secondary concern. What matters is share price and what drives share price is the creation of shareholder value. Many marketing directors, obsessed with branding and other promotional tactics, miss this fundamental truth of modern business and so destroy the wealth of their company's ultimate owners. By failing to consider and manage the business risk associated with their strategies, they deliver returns below the cost of capital and neglect the firm's raison d'etre. The board needs a way of holding these marketers to account. Marketing Due Diligence is a new process, which has emerged from years of research at Cranfield, one of Europe's leading business schools. It blends proven ideas from strategic and financial management with new concepts about organisational effectiveness to create a process that directly connects marketing strategy to shareholder value. CEOs and CFOs cannot afford to operate without Marketing Due Diligence. Bad marketing directors cannot afford to work with it.

This book demonstrates how the best companies use the creative application of research, done up front, to produce the big ideas with significant impact on the market and on the people, employees, partners, retailers and customers. Readers of this book will experience how brand managers and their agencies use the right research to drive new brand insights, re-define problems or markets, support risk-taking ideas, and illuminate diverse audiences. This book will be an invaluable resource for business executives looking for market strategy, consumer psychologists, teachers, students, and practitioners looking for a trusted guide for study in advertising, marketing and promotion.

Concise yet comprehensive, this practical, campaign-oriented guide follows the logical progression IMC, The Next Generation Five Steps for Delivering Value and Measuring Returns Using Marketing Communication McGraw-Hill

The Future of Excellence in Public Relations and Communication Management brings together an outstanding group of public relations scholars and practitioners to consider the indelible theory building in public relations of James E. Grunig and Larissa A. Grunig, who with David M. Dozier, produced the 1992 IABC Excellence Study, a benchmark body of work examining best practices in the public relations field. In this assembled collection, editor Elizabeth L. Toth and the contributors show how and in what ways the theories of the Excellence Study have developed and changed. They present research that advances excellence theories, adds new dimensions and directions to the excellence theories, and shows how the excellence study has moved on to a global stage. Toth and her colleagues challenge future researchers to continue the theory-building that will lead to understand how strategic public relations management contributes to organizations and society. Public relations and communication management scholars, in addition to practitioners and graduate students studying these areas, will benefit immensely from the work included here.

This four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership; governance; communication; business law and ethics; and human resources practices; all in the sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament. Together, these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today, providing an invaluable print or online resource for student researchers.

Convergence has gained an enormous amount of attention in media studies within the last several years. It is used to describe the merging of formerly distinct functions, markets and fields of application, which has changed the way companies operate and consumers perceive and process media content. These transformations have not only led business practices to change and required companies to adapt to new conditions, they also continue to have a lasting impact on research in this area. This book's main purpose is to shed some light on crucial phenomena of media and convergence management, while also addressing more specific issues brought about by innovations related to media, technologies, industries, business models, consumer behavior and content management. This book gathers insights from renowned academic researchers and pursues a highly interdisciplinary approach. It will serve as a valuable reference guide for students, practitioners and researchers interested in media convergence processes.

Integrated Marketing Communication (IMC) is a holistic approach to the areas of advertising, public relations, branding, promotions, event and experiential marketing, and related fields of strategic communication. Integrated Marketing Communication: Creating Spaces for Engagement explores how IMC can open up spaces for engagement in our classrooms and our communities. The breadth of the contributors is in the spirit of IMC, examining public and private sector organizations that offer products and services while relying on various methodologies and theoretical approaches, with particular emphasis on rhetoric, philosophy of communication, qualitative research, and historical perspectives in IMC. Moreover, each chapter considers IMC from a different communicative perspective, including strategic communication, philosophy of communication, rhetorical theory, health communication, crisis and risk communication, communication theory, and mass communication.

With today's communications industry experiencing major changes on an almost daily basis, media managers must have a clear understanding of the different delivery platforms, as well as a grasp of critical management, planning, and economic factors in order to stay current and move their organizations forward. Telecommunications and Business Strategy helps current and future media professionals understand the relationship and convergence patterns between the broadcast, cable television, telephony, and Internet communication industries. Author Richard A. Gershon examines

telecommunications industry structures and the management practices and business strategies affecting the delivery of information and entertainment services to consumers. He brings in specialists to present the finer points of management and planning responsibilities. Case studies from the International Radio and Television Society (IRTS) competition supplement the main text and offer an invaluable perspective on management issues. Developed for students in telecommunications management, electronic media management, and telecommunication economics, this volume also serves as a practical reference for the professional manager.

Businesses in the Asia-Pacific communities provide enormous opportunities for local entrepreneurs to develop and collectively collaborate with other economies. However, several challenges and success factors exist for effective business operations in the region. Innovative Management and Business Practices in Asia is a collection of innovative research that enhances understanding and collaboration in business, management, and technology in Asia for the present and in the future. While highlighting topics including corporate culture, international trade, and business administration, this book is ideally designed for managers, executives, CEOs, board members, corporate professionals, managing directors, deans, decision makers, professors, researchers, policymakers, industry practitioners, and students. Pesatnya perkembangan teknologi informasi tidak sekadar mengubah cara berkomunikasi manusia. Lebih dari itu, perkembangan ini berdampak luas di bidang bisnis, pemasaran, dan perusahaan (dalam hal bagaimana ia berhubungan dengan pelanggannya). IMC (Integrated Marketing Communications) lahir untuk menyikapi perubahan tersebut. Faktanya, sebagai konsep yang baru dan sedang berkembang, IMC masih dipahami secara berbeda sampai hari ini. Buku ini mencoba untuk mengeksplorasi sejarah pembangunan konsep IMC dari awal kelahirannya pada tahun 1980-an dan perkembangan sampai hari ini, pro kontra yang sering terjadi seputar IMC hingga bagaimana proses implementasinya di Indonesia yang bertujuan untuk mensintesis berbagai perbedaan pemikiran tentang IMC yang difokuskan pada perkembangan modern konsep IMC di dunia internasional. Buku ini menyajikan suatu petualangan intelektual dari satu pemikir IMC ke pemikir IMC lainnya secara lugas untuk memahami keseluruhan peta IMC dan memberikan sudut pandang baru dalam memahami IMC yang belum pernah ditulis dalam buku IMC lainnya. Bagi para praktisi, buku ini menjelaskan secara mendalam dan menyeluruh bagaimana IMC harus diimplementasikan dalam perusahaan untuk meningkatkan loyalitas merek dan laba perusahaan dan menyediakan prinsip-prinsip utama sebagai panduan dasar bagi implementasi IMC dalam praktik bisnis dewasa ini dan tantangan pemasaran dan komunikasi pemasaran di masa mendatang sehingga perusahaan mampu merespons secara tepat dan cepat persaingan pasar dan pergeseran perilaku konsumen.

This book reviews, updates and enhances the basic concepts surrounding the academic theory and practice of Integrated Marketing Communication (IMC). Since the introduction of IMC in the late 1980s, the concept has spread around the world. In that expansion, many authors have written about IMC; practitioners have adopted and adapted the concept to fit their own market situations. Further, dramatic changes have occurred in the technologies used in marketing communications which consumers have accepted and employed in their consumption of marketers' messages and incentives. Thus, there have been dramatic changes in how IMC was initially envisioned and how it has developed over time. This book identifies and discusses these changes, how they have occurred and what they mean going forward for all types of marketers around the world. Thus, IMC, and indeed integration of communications at all organisational levels is an essential in the 21st century organisations. This book was published as a special issue of the Journal of Marketing Communications.

Media has most definitely evolved, as have the ways in which we contemplate, design, communicate and execute strategy. And rather than technological evolution, we're plainly in the midst of a technological revolution. We have no choice then but to reframe marketing and PR in the context of 21st Century technology, 21st Century media and disintermediation, and 21st Century articulation of and appreciation for business strategy. "Today, every organization is in the influence business. We influence customers to buy from us, employees to work for us, and the media to write about us. Gone are the days when you could be your own island. Now, to be successful, you need to live within the influence ecosystem and that requires a change of mindset. Fortunately, Philip Sheldrake will show you how." David Meerman Scott, bestselling author of *The New Rules of Marketing & PR* and the new hit *Real-Time Marketing & PR*

*Marketing Communications: A Brand Narrative Approach* is a mainstream, student-driven text which gives prominence to the driving force of all Marketing Communications: the imperative of Branding. The book aims to engage students in an entertaining, informative way, setting the conceptual mechanics of Marketing Communications in a contemporary, dynamic context. It includes key current trends such as: Brand narrative approach - Cases such as Dove, Harley-Davidson, Nike and World of War Craft feature real-life, salient examples which are engaging for students and reflect the growth of co-authored brand 'stories' to help build and maintain brands by customer engagement through meaningful dialogues. Media neutral/multi-media approach - This text has a sound exploration of online and offline synergy combining one-message delivery and multi-media exposures, through examples of companies and political campaigns using 'non-traditional' media to reach groups not locking into 'normal channels'. This brand new text features an impressive mixture of real-life brand case studies underpinned with recent academic research and market place dynamics. The format is structured into three sections covering analysis, planning and implementation and control of Marketing Communications. Using full colour examples of brands, and student-friendly diagrams, the book acknowledges that the modern student learns visually as well as through text.

The field of corporate communications describes the practices organizations use to communicate as coherent corporate 'bodies'. Drawing on the metaphor of the body and on a variety of theories and disciplines the text challenges the idealized notion that organizations can and should communicate as unified wholes. The authors pose important questions such as: - Where does the central idea of corporate communications come from? - What are the underlying

assumptions of most corporate communications practices? - What are the organizational and ethical challenges of attempting truly 'corporate' communication? Clearly written with international vignettes and executive briefings, this book shows that in a complex world the management of communication needs to embrace multiple opinions and voices. Rewarding readers with a deeper understanding of corporate communications, the text will be a 'must read' for advanced undergraduates, graduate students, and scholars, in the arenas of corporate communications, organizational communication, employee relations, marketing, public relations and corporate identity management. Practitioners in these areas will be provoked to re-examine their assumptions and habits.

Social Marketing for Public Health: Global Trends and Success Stories explores how traditional marketing principles and techniques are being used to increase the effectiveness of public health programs-around the world. While addressing the global issues and trends in social marketing, the book highlights successful health behavior change campaigns launched by governments, by a combination of governments, NGOs, and businesses, or by citizens themselves in 15 countries of five continents. Each chapter examines a unique, current success story, ranging from anti-smoking campaigns to HIV-AIDS prev

In addition to explaining the historical development of tourism in Yorkshire, this book examines key policy issues. These encompass marketing, economic development and regeneration, governance, business development and the labour market, sustainability, and various socio-cultural considerations. Yorkshire is ideal material for a case study of regional tourism. It encompasses declining seaside resorts, national parks, industrial heritage, iconic landmarks, aspirational cities seeking to reinvent themselves via tourism, world heritage sites and national museums. These characteristics are far from unique. In providing a detailed analysis of Yorkshire, the insights contained in this book will resonate with those seeking to understand regional tourism management more generally

This much-needed text offers an authoritative introduction to strategic marketing in health care and presents a wealth of ideas for gaining the competitive edge in the health care arena. Step by step the authors show how real companies build and implement effective strategies. It includes marketing approaches through a wide range of perspectives: hospitals, physician practices, social marketing, international health, managed care, pharmaceuticals, and biotechnology. With Strategic Marketing for Health Care Organizations, students and future administrators will have a guide to the most successful strategies and techniques, presented ready to apply by the most knowledgeable authors.

This volume sets out to analyse the relation between social media and politics by investigating the power of the internet and more specifically social media, in the political and social discourse. The volume collects original research on the use of social media in political campaigns, electoral marketing, riots and social revolutions, presenting a range of case studies from across the world as well as theoretical and methodological contributions. Examples that explore the use of social media in electoral campaigns include, for instance, studies on the use of Face book in the 2012 US presidential campaign and in the 2011 Turkish general elections. The final section of the book debates the usage of Twitter and other Web 2.0 tools in mobilizing people for riots and revolutions, presenting and analysing recent events in Istanbul and Egypt, among others.

At the top of a company, sales do not matter, profits do not matter, even return on investment is a secondary concern. What matters is share price and what drives share price is the creation of shareholder value. Many marketing directors, obsessed with branding and other promotional tactics, miss this fundamental truth of modern business and so destroy the wealth of their company's ultimate owners. By failing to consider and manage the business risk associated with their strategies, they deliver returns below the cost of capital and neglect the firm's raison d'etre. The board needs a way of holding these marketers to account. Marketing Due Diligence is a new process which has emerged from years of research at Cranfield, one of Europe's leading business schools. It blends proven ideas from strategic and financial management with new concepts about organisational effectiveness to create a process that directly connects marketing strategy to shareholder value. CEOs and CFOs cannot afford to operate without Marketing Due Diligence. Bad marketing directors cannot afford to work with it. \* Top level Cranfield based author team utilising latest Cranfield in-company research \* Connects marketing plans and investment to the valuation of the firm and how it can contribute to increasing stakeholder value \* Systematic and practical approach so that it can be used by both practitioners and students

Corporate communication is an increasingly powerful strategic tool for connecting with a company's stakeholders. This book features contributions from leading international MA26s, combining a strong theoretical grounding and the latest research with a practical, managerial focus. Ideal for students and practitioners of corporate communications.

The growth of global commerce depends on many different factors and strategies in order for multinational corporations to efficiently compete and thrive in the international marketplace. In addition to business strategies, corporations must also be aware of political affairs that may impact their global economic status. The Handbook of Research on Impacts of International Business and Political Affairs on the Global Economy features dual perspectives on the business and political viewpoints for nations striving to maintain their economic standing in the era of globalization. Providing insight into various economic factors impacting global businesses and international affairs, this publication is a critical reference source for students, policymakers, international diplomats, researchers, scholars, and practitioners interested in financial challenges in the era of globalization.

The Definitive Guide to PR and Communications—updated with the newest social media and brand-reputation tools and techniques The most authoritative, comprehensive resource of its kind, The Handbook of Strategic Public Relations and Integrated Marketing Communications, Second Edition, is a gathering of 70 of the brightest, most influential figures in the field. It includes 27 new chapters as well as 44 new authors addressing the major changes in the field since the last edition: the use of social media in business, demanding and growing stakeholder relationships and a new era of openness and transparency to protect reputations and brands and to prevent crises. Providing best practices for 28 key industries, the handbook is conveniently organized into thematic sections: Introduction to Public Relations and Integrated Communications— research, history, law and ethics Stakeholder Leadership in Public Relations—crisis management, employees, investors, consumers, press, corporate philanthropy and digital communities Current and Continuing Issues in Public Relations—business sustainability, environmental communications, and reputation and brand management Industries and Organizations: Business-to-Consumer and Business-to-Business—automotive, aviation, insurance, hospitality, healthcare, consulting, financial, food, law and energy Each section highlights specific case studies and examples to illuminate exactly how to plan and execute different methods for optimum results. The book concludes with a

section on the future of the industry—developing issues, trends and roles of public relations and integrated communications. Use *The Handbook of Strategic Public Relations and Integrated Marketing Communications* to position your company, your brand and yourself for success for many years to come. Praise for *The Handbook of Strategic Public Relations and Integrated Marketing Communications* “The second edition of the *Handbook of Strategic Public Relations and Integrated Marketing Communications* is very impressive in its coverage of trends, tools, industries, and challenges. Every marketer needs to have a copy.” —Philip Kotler, Kellogg School of Management, Northwestern University, author of *Marketing 3.0* “The massively updated *Handbook of Strategic Public Relations and Integrated Marketing Communications* is the go to source for an overview of the fast changing field of PR and the central role it plays in marketing. An easy to read mélange of case studies from a wide variety of industries, commentaries on trends in the field, and insights on the links between theory and practice, it guides the reader through an increasingly complex—and ubiquitous—discipline.” —Jerry Swerling, Professor and Director of Public Relations Studies, and Director of Strategic Communication, PR Center, Annenberg School for Communication and Journalism, University of Southern California “The *Handbook* is a fresh look at strategic public relations with great insights from top public relations professionals. Invaluable advice and a must read for all PR practitioners.” —Jane Ostrander, Vice President, Global Communications, Tenneco “Few writers, and even fewer thinkers, in the world of public relations have the breadth and depth of experience shown by Clarke Caywood. The Second Edition of his *Handbook of Strategic Public Relations* demonstrates that range of experience in exquisite detail. Assembled here you’ll find the finest minds and biggest names in the profession. No PR practitioner or student of the art can afford to be without this superb collection.” —James S. O’Rourke, IV, Ph.D., Teaching Professor of Management, Mendoza College of Business, University of Notre Dame “A must-read that gives an ever greater importance to the human person as a stakeholder, and the object for which an organization is driven to do good, as a cornerstone for profitability.” — Jerry G. Kliatchko, Ph.D., Dean, School of Communication, University of Asia and the Pacific (UA&P), Manila, Philippines “How can companies survive in the era of global competition? This book offers valuable clues from the perspective of managing a successful relationship with its stakeholders.” —Kimihiko Kondo, Dean and Professor of Marketing, Graduate School of Business, Otaru University of Commerce, Otaru, Hokkaido, Japan “Caywood’s stakeholder approach distinguishes PR from other management fields. His book fully covers the stakeholder challenge across industries.” —Debbie Treise, Ph.D., Professor/Associate Dean Graduate Studies, College of Journalism and Communications, University of Florida “This second edition will certainly provide readers with an advanced understanding of public relations in a rapidly changing IMC environment.” —Dean M Krugman, Professor Emeritus, Department of Advertising and Public Relations, University of Georgia “Clarke Caywood’s PR *Handbook* provides invaluable counsel on every major issue facing today’s public relations practitioner. Non-PR executives also will gain important communication insights from 70 of the greatest minds in public relations.” —Ron Culp, Public Relations Consultant and Director, MA Program in Public Relations and Advertising, DePaul University “In this 21st Century age of Integrated Marketing Communications, Dr. Clarke Caywood has compiled the blueprint on how to approach Public Relations in these contemporary times.” —J.P. James, Senior Partner, Engagement Marketing, MEC & Assistant Adjunct Professor, CUNY Hunter College and New York University “Our function’s number-one objective is develop and successfully execute communications strategies that help our companies and organizations win in the marketplace, and Clarke Caywood’s *Handbook of Strategic Public Relations and Integrated Marketing Communications* provides students of our profession the best in real-world thinking and successful execution.” —Jim Spangler, Vice President, Chief Communications Officer, Navistar, Inc.

The book mainly addresses the following aspects: First, it systematically introduces the domestic and foreign research results, pointing out the key elements of the basic theory of IMC, according to a company’s present situation and the practice of IMC strategy. Second, according to the different characteristics of each organization, it provides various IMC organization structures, such as linear structure Model I, a virtual network and centralized type that focuses on individual interest, external types of the IMC organizational structures Model, etc., and suggestions for further study are also presented.

The book offers a comprehensive review and analysis of various facets of retail communications, strategy and application. The author, with over two decades of experience in marketing, and teaching courses on retailing, provides a holistic and practical approach to the subject. The book covers a wide range of topics—from understanding why retailers need to build brands, positioning to the various communication tools available to the retailers and the need to integrate retail communication for success. It contains numerous examples from Indian retailers in the areas of retail communication and provides many caselets to stimulate the application of many of the concepts discussed in the book. The book is meant for the postgraduate students of management. Besides, it will also be useful to the students pursuing PG Diploma in Retail Communications Management/Integrated Marketing Communications.

*Hispanic Marketing: Connecting with the New Latino Consumer* is about using cultural insights to connect with Latino consumers. It’s about marketing strategies that tap into the passion of Hispanic consumers so that marketers and service providers can establish the deep connections they need for a successful campaign. This book provides an understanding of the Latino consumer that goes beyond simplistic recipes. This highly revised and expanded edition comes on the heels of new US Census figures: Hispanics now account for 53% of the US population growth since 2000, soaring to over 16% of the total population. Corporations are now realizing that they must incorporate Hispanic cultural values into their products, services, and communications. This edition reflects and responds to the profound changes the Latino market has experienced since the first edition. It considers the way in which changes in cultural identity, immigration, economics, and market synergies need to be addressed in a new relationship with Hispanic consumers. Twenty-five new industry case studies illustrate the chapters. These case studies show how brands from diverse categories have developed a cultural understanding of their Latino target and created campaigns that established strong bonds.

This book constitutes the refereed proceedings of the 6th International IFIP-TC6 Networking Conference, NETWORKING 2007, held in Atlanta, GA, USA in May 2007. The 99 revised full papers and 30 poster papers cover ad hoc and sensor networks, wireless networks, and the next generation internet.

*Social Media and Integrated Marketing Communication: A Rhetorical Approach* looks at social media in the theory and practice of integrated marketing communication, with a theoretical grounding in rhetoric. Understanding social media as epideictic rhetoric can offer a temperate and informed perspective of the implications of social media in IMC.

*Direct and Digital Marketing in Practice* is a practical manual for all managers, marketers and students who need to get to grips with the powerful techniques available to skilled direct marketers. Fully updated for this new edition to reflect the impact of the

## Download Ebook Imc The Next Generation Five Steps For Delivering Value And Measuring Returns Using Marketing Communication

Internet on marketing, this book is the only comprehensive textbook written entirely by currently practising professionals. It covers vital issues such as: the new marketing landscape; gaining customer insight; integrating traditional and digital media; and campaign planning and budgeting.

'I believe that 'emotion' is where it's at' Tom Peters For far too long, emotions have been ignored in favour of rationality and efficiency, but breakthroughs in brain science have revealed that people are primarily emotional decision-makers. Many companies have not yet accepted that fact, much less acted on it. In this fully revised edition, Emotionomics will help you to understand emotions in terms of business opportunities - both in the marketplace and in the workplace. In today's highly competitive marketplace where many products look alike, it is the emotional benefit that can make the difference. At the same time, companies with engaged, productive work forces will undoubtedly achieve competitive advantage. Dan Hill's book draws on insights gathered through facial coding, the single best viable means of measuring and managing the emotional response of customers and employees, to help you to leverage emotions for business success in terms of branding, product design, advertising, sales, customer satisfaction, leadership and employee management. Emotions matter and Emotionomics will help you to step closer to customers and employees, but step ahead of your competitors.

"The marketer is taken step-by-step through the key phases of the marketing planning process and alerted to the barriers that can prevent a service organization being successful in introducing marketing planning. Practical frameworks and techniques are suggested for undertaking the marketing planning process and implementing the principles covered. The authors highlight key misunderstandings about marketing and the nature of services and relationship marketing. "--Publisher.

Concise yet comprehensive, this practical guide covers the critical role of the account planner in advertising. The new edition of Advertising Account Planning features several new topics as well as deeper content in existing areas based on feedback from students, instructors and practitioners.

This guide offers a contemporary approach to the Integrated Marketing Communications (IMC) model that emphasizes narrowing in upon what specific customers and prospects and potential prospects, stakeholders, shareholders, and employees see and hear about an entire organization.

Fleeing home from his military service in Afghanistan when his wife dies in an apparent freak household accident, Dr. Mike Scanlon struggles with the tragedy, his inability to bond with his new baby daughter and a downsizing in his medical practice only to discover a shocking secret that changes his understanding of everything. By the Edgar Award-winning author of Come Home. 300,000 first printing.

Strategies for binding customers to an organization--by determining the information they want and giving it to them In 1993, Don Schultz showed marketers how to coordinate their organizations' entire communications programs with the seminal Integrated Marketing Communications. In IMC--The Next Generation, Schultz offers a refined and updated approach to the IMC model, one that goes beyond the messages an organization chooses to send to encompass the information that the customer wishes to receive or have access to. IMC--The Next Generation shows marketers how to build sustainable competitive advantage and ROI by combining and coordinating all methods through which buyers and sellers come together. Numerous cases and real-world examples reveal how to use today's IMC model to:

- Integrate internal and external communications programs
- Influence customers at every contact point
- Build long-term brand relationships

With today's dynamic and rapidly evolving environment, media managers must have a clear understanding of different delivery platforms, as well as a grasp of critical management, planning, and economic factors in order to stay current and move their organizations forward. Developed for students in telecommunications management, media management, and the business of media, this text helps future media professionals understand the relationship and convergence patterns between the broadcast, cable television, telephony, and Internet communication industries. The second edition includes updated research throughout, including material on major business and technology changes and the importance of digital lifestyle reflected in e-commerce and personalized media selection, such as Netflix and iTunes, and the growing importance of Facebook and social networking from a business perspective.

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