



Social Commerce: Marketing, Technology and Management (Springer Texts in Business and Economics)

Efraim Turban, Judy Strauss, Linda Lai

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This is a multidisciplinary textbook on social commerce by leading authors of e-commerce and e-marketing textbooks, with contributions by several industry experts. It is effectively the first true textbook on this topic and can be used in one of the following ways:

- Textbook for a standalone elective course at the undergraduate or graduate levels (including MBA and executive MBA programs)
- Supplementary text in marketing, management or Information Systems disciplines
- Training courses in industry
- Support resources for researchers and practitioners in the fields of marketing, management and information management

The book examines the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations and mobility. Individual chapters cover tools and platforms for social commerce; supporting theories and concepts; marketing communications; customer engagement and metrics; social shopping; social customer service and CRM contents; the social enterprise; innovative applications; strategy and performance management; and implementing social commerce systems.

Each chapter also includes a real-world example as an opening case; application cases and examples; exhibits; a chapter summary; review questions and end-of-chapter exercises. The book also includes a glossary and key terms, as well as supplementary materials that include PowerPoint lecture notes, an Instructor's Manual, a test bank and five online tutorials.

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