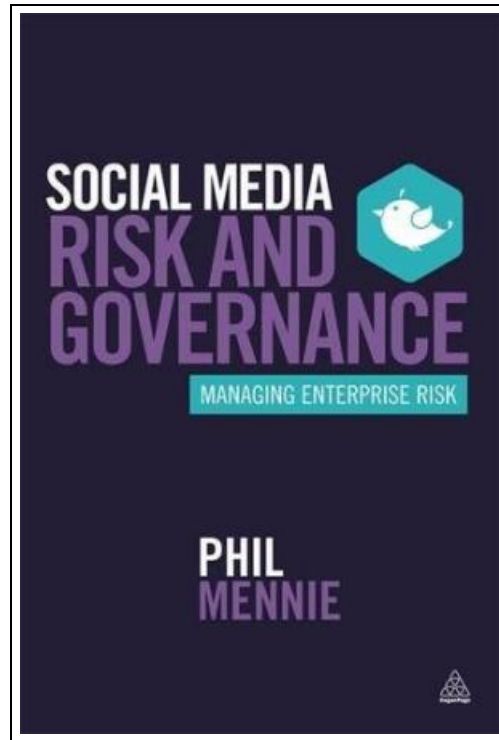


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Kogan Page Ltd, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. Few topics are as pressing to policy makers, business leaders and the risk management community as the secure and compliant management of social media. Social Media Risk and Governance is a practical guide to the components and considerations which make up a good social media governance strategy, spanning both external communications channels such as Facebook, Twitter and LinkedIn, as well as enterprise social networks within an organization. Written by social media risk and governance expert Phil Mennie, Social Media Risk and Governance addresses the concepts which professionals in information security, marketing, compliance and risk management need to take into account in their daily practice, guiding us through policy evaluation, planning on social media, information security and fraud risks, how to respond to a crisis or to archive data and more. Featuring examples from companies such as BP, MasterCard, Netflix, PwC, Silk Road, UBS and Yelp, the book is designed to promote cross-functional working between professional users of social media, acknowledging the impact of these technologies across the business and the interaction of the various stakeholders when planning new activities to effectively harness the power of social media safely and successfully for their organization.

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