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Wendy W. Moe is a Professor of Marketing and Director of the MS in Marketing Analytics and the Smith Analytics Consortium at the Robert H. Smith School of Business, University of Maryland. She is a recognized expert in online marketing and social media and is the author of Social Media Intelligence. Professor Moe's research has [...]

Social Media Intelligence: 9781107031203: Computer Science ...

There seems something a little ironic about writing a review for a book that is about content from social media, including customer reviews! That being said, I thought this book had some excellence combining the psychology of social networks (who posts, how are posts influenced by other posters etc.) and the importance of understanding the commentary in social networks.

Social Media Intelligence | Robert H. Smith School of ...

Wendy Moe is the Associate Dean of Master's Programs, Dean's Professor of Marketing, and Co-Director of the Smith Analytics Consortium at the University of Maryland's Robert H. Smith School of Business. She is an expert in online and social media marketing with a focus on analytics.

Social Media Intelligence by David A. Schweidel and Wendy ...

Wendy Moe is the associate dean and a marketing professor at the Robert H. Smith School of Business at the University of Maryland. In 2013, she launched and directed the Smith School's Marketing Analytics program. She is known for her research in digital and social media analytics.

Amazon.com: Customer reviews: Social Media Intelligence

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Peter Fader - Frances and Pei-Yuan Chia Professor, The Wharton School, University of Pennsylvania 'Gathering data about social media has become so straightforward that we're all now flooded with information. The real challenge is in understanding that data and turning it into actionable intelligence.'

Visiting Professor

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About the Book. Social Media Intelligence was published in February 2014 by Cambridge University Press. Written by Dr. Wendy Moe of the University of Maryland, College Park and Dr. David Schweidel of Emory University, Social Media Intelligence addresses how "in the world of Facebook, Twitter and Yelp, water-cooler conversations with co-workers and backyard small talk with neighbors have ...

Wendy Moe - Wikipedia

WENDY W. MOE is an associate professor of marketing and director of the MS in Marketing Analytics at the Robert H. Smith School of Business, University of Maryland. ... 978-1-107-03120-3 - Social Media Intelligence Wendy W. Moe and David A. Schweidel Frontmatter More information

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Wendy W. Moe is the Associate Dean of Master's Programs, Dean's Professor of Marketing and Co-Director of the Smith Analytics Consortium at the Robert H. Smith School of Business, University of Maryland. She is an expert in online marketing and social media and is the author of Social Media Intelligence. Professor Moe's research has appeared in numerous leading journals.

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Social Media Intelligence - Cambridge University Press

Visiting Professor Wendy Hui Kyong Chun is Simon Fraser University's Canada 150 Research Chair in New Media in SFU School of Communication. She has studied both Systems Design Engineering and English Literature, which she combines and mutates in her current work on digital media.

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