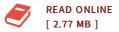# Social Data Analytics: Collaboration for the Enterprise (Paperback)

By Krish Krishnan, Shawn P. Rogers

ELSEVIER SCIENCE TECHNOLOGY, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book. Social Data Analytics is the first practical guide for professionals who want to employ social data for analytics and business intelligence (BI). This book provides a comprehensive overview of the technologies and platforms and shows you how to access and analyze the data. You ll explore the five major types of social data and learn from cases and platform examples to help you make the most of sentiment, behavioral, social graph, location, and rich media data. A four-step approach to the social BI process will help you access, evaluate, collaborate, and share social data with ease. You ll learn everything you need to know to monitor social media and get an overview of the leading vendors in a crowded space of BI applications. By the end of this book, you will be well prepared for your organization s next social data analytics project.

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