



## The use of Facebook by companies

---

By Sophie Bertrand

GRIN Verlag Feb 2012, 2012. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2011 in the subject English - Discussion and Essays, grade: 13, University of Louvain (Faculté de philosophie, arts et lettres), course: Compétence interactive en anglais : l anglais académique, language: English, abstract: Facebook has become the state-of-the-art communication tool. As a matter of fact, the renowned social network enables users to send emails, chat, share pictures and play games to name but a few (Graham, 2008). This is the reason why business companies are more and more keen to benefit from the famous social group (Annez de Taboada, 2010). This study investigates the relationship between Facebook and the business world. The aim of the investigation is twofold: first it depicts the level of importance of Facebook for companies and to what extent they are eager to use it. Secondly but most importantly, it examines the methods by which this high-tech communication tool is used by certain businesses for their external and internal communication (marketing strategy, technique of recruitment, internal communication, etc.). Questionnaires will be dispatched to a wide range of firms from...



**READ ONLINE**  
[ 2.91 MB ]

### Reviews

*If you need to adding benefit, a must buy book. This really is for all who statte that there had not been a well worth reading. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Claud Bernhard**

*It is an remarkable pdf which i have ever go through. Of course, it can be play, nonetheless an interesting and amazing literature. I realized this pdf from my dad and i suggested this book to discover.*

-- **Dr. Gerda Bergnaum**