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marketing and social CRM through social networks are being used. For the purposes of this analysis, three German brands are examined in detail - BMW, Adidas, and NIVEA. The book shows that the regular

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interaction with Internet users and the monitoring of social networks can result in companies experiencing an uplift in both public perception and engagement. Another aspect addressed is the

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cultural variance that needs to be taken into account when planning social media activities. The book concludes that the full potential of social media has yet to be utilized within the BRIC countries, and

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