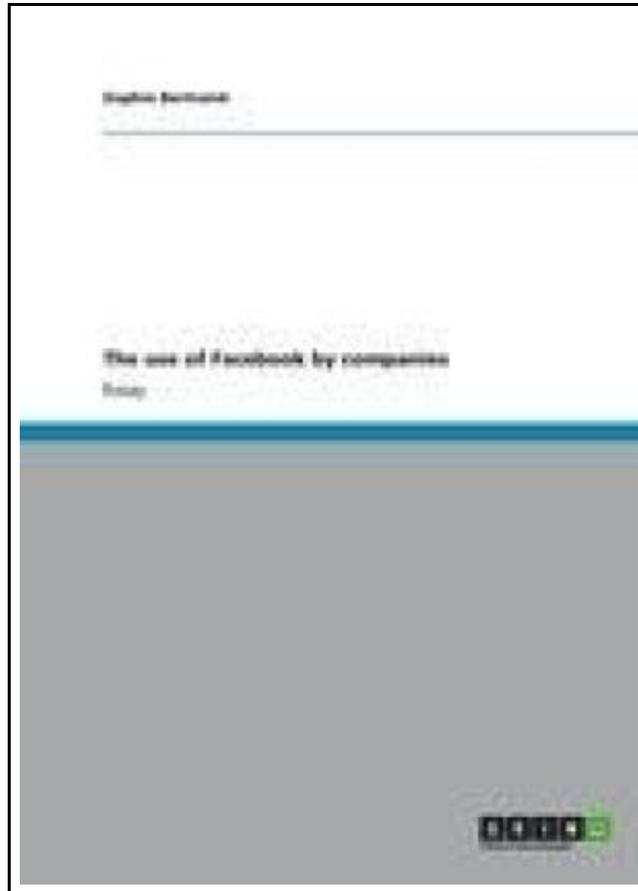


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GRIN Verlag Feb 2012, 2012. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2011 in the subject English - Discussion and Essays, grade: 13, University of Louvain (Faculté 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 all types and all sizes to draw up a large panel of statistics. The outcomes will reveal why and how companies use (or do not use) Facebook. The results will also indicate whether those statistics are contingent to the type and size of company (Balaqué, 2010). 20 pp. Englisch.



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