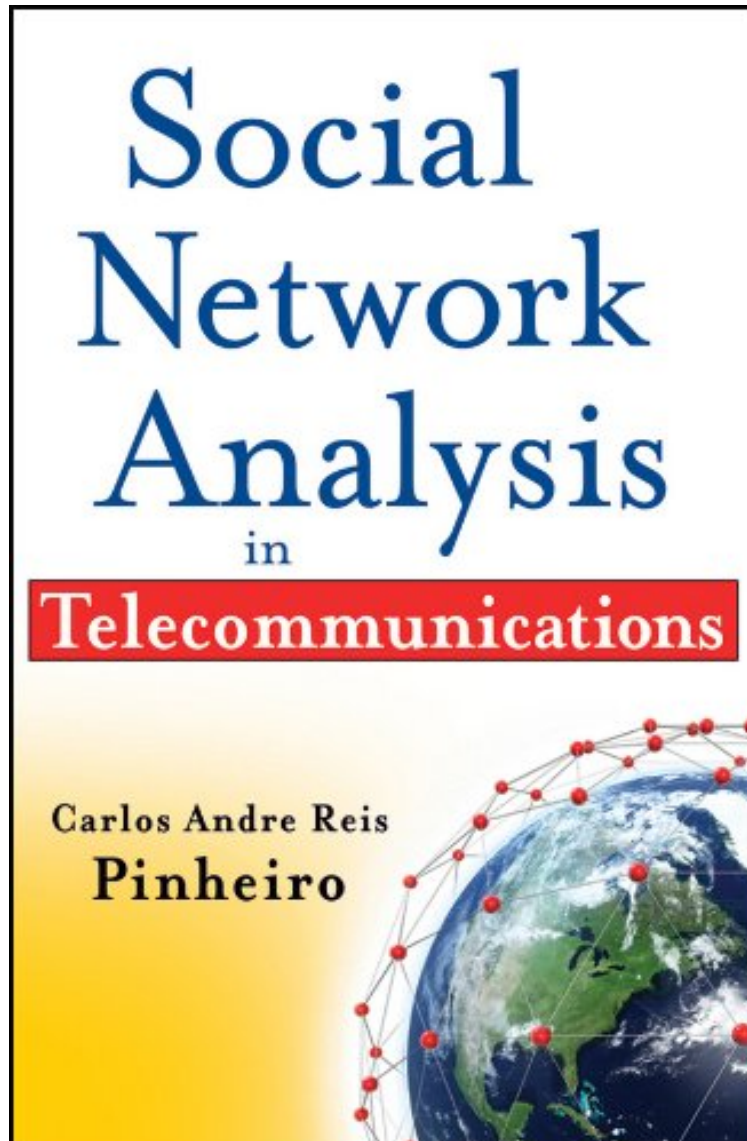


Social Network Analysis in Telecommunications (Wiley and SAS Business Series)

Carlos Andre Reis Pinheiro

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Carlos Andre Reis Pinheiro : Social Network Analysis in Telecommunications (Wiley and SAS Business Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Network Analysis in Telecommunications (Wiley and SAS Business Series):

0 of 0 people found the following review helpful. Five StarsBy CustomerIt's powerful3 of 4 people found the following review helpful. Disappointing BookBy CustomerI was excited to find a book on Social Network Analysis

with focus on Telecom, and couldn't wait for it to arrive. While the book shows in the preview some technical implementation, it is anything but technical. I don't recommend this book and I will be returning it soon.

A timely look at effective use of social network analysis within the telecommunications industry to boost customer relationships. The key to any successful company is the relationship that it builds with its customers. This book shows how social network analysis, analytics, and marketing knowledge can be combined to create a positive customer experience within the telecommunications industry. Reveals how telecommunications companies can effectively enhance their relationships with customers. Provides the groundwork for defining social network analysis. Defines the tools that can be used to address social network problems. A must-read for any professionals eager to distinguish their products in the marketplace, this book shows you how to get it done right, with social network analysis.

From the Inside Flap: How can social network analysis be used to solve business issues in marketing, revenue assurance, and fraud? How can you optimize it to understand and personalize your customers' needs? In *Social Network Analysis in Telecommunications*, renowned telecommunications expert Carlos Andre Reis Pinheiro analyzes these and many other questions related to using social network analysis within the telecommunications industry. This thorough and thoroughly understandable book looks at social network analysis theory, employing basic statistics as a complementary way to analyze social networks. Case studies are presented demonstrating the capabilities of SASreg software in achieving business results. Drawing from the author's years of experience with Brasil Telecom, *Social Network Analysis in Telecommunications* provides the groundwork for what social network analysis is, as well as how your company can leverage it to its greatest advantage. Shows how telecommunications industry professionals can combine social network analysis, analytics, and marketing knowledge to create a positive customer experience. Explores how telecommunications companies can effectively enhance their relationships with customers. Reveals the tools that can be used to address social network problems. For CEOs and marketing managers in the telecommunications industry, *Social Network Analysis in Telecommunications* presents a workable framework and proven strategies for establishing an effective customer relation process. With a greater focus on the mathematical side of network analysis rather than the statistical perspective, this book enables your business to successfully solve its social network business issues to move forward and keep ahead of the field.

From the Back Cover: Boost customer relationships through effective use of social network analysis in telecommunications. A must-read for any company wanting to learn how to "do" social network analysis rather than run another software program, *Social Network Analysis in Telecommunications* shows how social network analysis, analytics, and marketing knowledge can be combined to create a positive customer experience within the telecommunications industry. *Social Network Analysis in Telecommunications* explores: The telecommunications environment. How telecommunications companies can effectively enhance their relationships with customers. The groundwork for defining social network analysis. Tools that can be used to address social network problems. Social network modeling. The key to any successful company is the relationship it builds with its customers. Essential reading for professionals eager to distinguish their products in the marketplace and successfully connect with customers, this timely book shows you how to get it done right, through social network analysis.

About the Author: CARLOS ANDRE REIS PINHEIRO has conducted over the last two years postdoctoral research in social network analysis at the School of Computing, Dublin City University (DCU), Ireland. He holds a doctoral degree in computer science from Federal University of Rio de Janeiro, Brazil. Before joining DCU, he did postdoctoral research in optimization at Instituto Nacional de Matemática Pura e Aplicada (IMPA) in Brazil, one of the most prestigious mathematical institutes in the world. He has been with Oi, the largest telecommunications company in Brazil, since 2000. He has published several papers in international journals and has also written four books that focus on the Internet, database, Web warehousing, and analytical intelligence.