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Wendy W. Moe is an Associate Professor of Marketing and Director of the MS in Marketing Analytics at the Robert H. Smith School of Business, University of Maryland. She is a recognized expert in online marketing and social media and has been on the faculty at the University of Maryland since 2004.

Social Media Intelligence Professor Wendy

Social Media Intelligence was published in February 2014 by Cambridge University Press. Written by Dr. Wendy Moe of the University of Maryland, College Park and

Dr. David Schweidel of Emory University, Social Media Intelligence addresses how “in the world of Facebook, Twitter and Yelp, water-cooler conversations with co-workers and backyard small talk with neighbors have moved from the physical world to the digital arena.

Social Media Intelligence Professor Wendy

Wendy W. Moe. Wendy Moe is the Associate Dean of Master's Programs, Dean's Professor of Marketing, and Co-Director of the Smith Analytics Consortium at the University of Maryland's Robert H. Smith School of Business. She is an expert in online and social media marketing with a focus on analytics. Professor Moe is a highly published academic with her research appearing in numerous leading business journals.

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Wendy W. Moe is the Associate Dean of Master's Programs, Dean's Professor of Marketing and Co-Director of the Smith Analytics Consortium at the Robert H. Smith School of Business, University of Maryland. She is an expert in online

marketing and social media and is the author of Social Media Intelligence .

Social Media Intelligence Professor Wendy

Peter Fader - Frances and Pei-Yuan Chia Professor, The Wharton School, University of Pennsylvania 'Gathering data about social media has become so straightforward that we're all now flooded with information. The real challenge is in understanding that data and turning it into actionable intelligence.

Amazon.com: Customer reviews: Social Media Intelligence

There seems something a little ironic about writing a review for a book that is about content from social media, including customer reviews! That being said, I thought this book had some excellent insights, combining the psychology of social networks (who posts, how are posts influenced by other posters etc.) and the importance of understanding the commentary in social networks.

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