



Like it or Plus it? - Facebook vs. Google Plus: Wie die beiden Netzwerke Ihre Unternehmenskommunikation verändern (German Edition)

Nemo Altenberger, Jan Eisenkrein

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Muss das denn jetzt wirklich sein?", fragten sich viele Entscheider in der Unternehmenskommunikation, als Google sein soziales Netzwerk Google+ vorstellte. Seitdem ist mehr als ein Jahr vergangen und Google+ hatte Zeit zu zeigen, was es kann. Welche Stärken Google+ hat und was Facebook einfach besser kann, damit beschäftigt sich dieses Buch.

Welche grundlegenden Unterschiede und Möglichkeiten zur Nutzung von Facebook und Google+ gibt es für die Unternehmenskommunikation? Welche Inhalte funktionieren auf Google+, welche auf Facebook? Wie sieht der Content der Zukunft aus? Diese und weitere Fragen beantworten die Autoren Jan Eisenkrein und Nemo Altenberger.

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