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.

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.

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