

# Contents

List of Figures and Tables	ix
Manuscript Class Reviewers at Zicklin School of Business and Rutgers University, and Other Academic Chapter Reviewers	xiii
Preface	xv
<b>1 The Evolution of Digital Analytics and the Internet</b>	<b>1</b>
<b>2 Search Engines and the Internet</b>	<b>19</b>
<b>3 Social Media History</b>	<b>55</b>
<b>4 Digital Analytics Industry Players</b>	<b>71</b>
<b>5 Basic Web Analytics and Web Intelligence</b>	<b>83</b>
<b>6 Advanced Web Analytics and Web Intelligence</b>	<b>115</b>
<b>7 Understanding and Working with Third-Party Data</b>	<b>145</b>
<b>8 An Introduction to Social Media Analytics</b>	<b>167</b>
<b>9 Leveraging Social Media Content and Analytics</b>	<b>189</b>
<b>10 Advanced Text Analytics and Algorithms</b>	<b>225</b>
<b>11 Geo-Location Analytics</b>	<b>261</b>
<b>12 Social Media Actions Analytics</b>	<b>283</b>
<b>13 Social Media Hyperlink Analytics</b>	<b>297</b>
<b>14 Network Analysis and Social Network Mapping</b>	<b>313</b>
<b>15 Mobile Analytics</b>	<b>337</b>
<b>16 Aligning Digital Media with Business Strategy</b>	<b>349</b>
<b>17 Applying Digital Analytics to a Social Network</b>	<b>369</b>
Index	381