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

1 **The Evolution of Digital Analytics and the Internet** 1
2 **Search Engines and the Internet** 19
3 **Social Media History** 55
4 **Digital Analytics Industry Players** 71
5 **Basic Web Analytics and Web Intelligence** 83
6 **Advanced Web Analytics and Web Intelligence** 115
7 **Understanding and Working with Third-Party Data** 145
8 **An Introduction to Social Media Analytics** 167
9 **Leveraging Social Media Content and Analytics** 189
10 **Advanced Text Analytics and Algorithms** 225
11 **Geo-Location Analytics** 261
12 **Social Media Actions Analytics** 283
13 **Social Media Hyperlink Analytics** 297
14 **Network Analysis and Social Network Mapping** 313
15 **Mobile Analytics** 337
16 **Aligning Digital Media with Business Strategy** 349
17 **Applying Digital Analytics to a Social Network** 369

Index 381