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Estimation of using of social networks for business development

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Abstract

By polling people of various ages and professional groups, we have assessed the possibility to implement social networks as an efficient tool for business development in the modern society. The results showed that consumer attitudes to advertising on social networks for goods and services described as positive, neutral and only 10% of it is irritating. At the same time we have obtained the results of efficient using of social networks, first of all, for polling the consumers, selecting the personnel and promoting goods and services. If the consumers purchase by 1% more goods via social networks, the efficiency of using of social networks for business development will increase by 0.3048%; if the employees use the social networks by 1% to solve the corporate tasks, the efficiency of using social networks for business development will increase by 0.4056%.

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