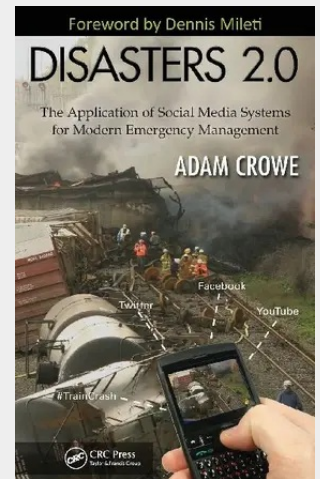


Disasters 2.0

The Application of Social Media Systems for Modern Emergency Management

Emerging social media and so-called Web 2.0 technologies will continue to have a great impact on the practice and application of the emergency management function in every public safety sector. Disasters 2.0: The Application of Social Media Systems for Modern Emergency Management prepares emergency managers and first responders to successfully apply social media principles in the operations, logistics, planning, finance, and administrative aspects of any given disaster. Using real-life examples of domestic and international disasters, the book reveals how social media has quickly become a powerful tool for both providing emergency instruction to the public in real time and allowing responding agencies to communicate among themselves in crisis. A definitive and comprehensive source, the book explores topics such as: - Social media basics - Citizen journalism - Strategic implementation - Safety and responsibility - Monitoring and analytics - Operational implementation - Geolocation systems - Crowdsourcing - Public notification - Mobile and other emerging technologies Each chapter begins with a list of objectives and includes a collection of case examples of social media use in past events. Practitioner profiles show real people implementing the technology for real solutions. Demonstrating how to effectively apply social media technology to the next crisis, this is a must-read book for those charged with disaster management and response.

Emerging social media and Web 2.0 technologies will continue to have a great impact on the practice and application of the emergency management function in every public safety sector. This volume prepares emergency managers and first responders to successfully apply social media principles in the operations, logistics, planning, finance, and administrative aspects of any given disaster. Using real-life examples, the book demonstrates how to effectively apply social media technology to the next crisis, making it a must-read book for those charged with disaster management and response.



206,90 €

206,90 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781439874424

Medium: Buch

ISBN: 978-1-4398-7442-4

Verlag: CRC Press

Erscheinungstermin: 10.04.2012

Sprache(n): Englisch

Auflage: 1. Auflage 2012

Produktform: Gebunden

Gewicht: 649 g

Seiten: 322

Format (B x H): 161 x 240 mm

