

INVITED TALK

Understanding the Power of Social Media

Professor Dr. Marc Drüner

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Abstract: Even at a basic level we all know how to use social media, well, to the point where we can post a Facebook update or even send a Tweet. But the most of us do not really understand its power nor how you can use that power effectively. Social media is leading the biggest transformation in communication and advertising.

During this talk Prof. Dr. Drüner highlights the phenomena of social media and points out the opportunities and risks for small and medium-sized enterprises. A second part will be the impact of social media on the opinions of consumers and how companies can use social media data with opinion mining and social media tracking methods.

Curriculum Vitae: Marc Drüner is Managing Director and founder of trommsdorff + drüner.

After completion of his studies in Industrial Engineering in Berlin (1992) followed by his doctorate, he worked as a Strategic Consultant for Roland Berger until the foundation of trommsdorff + drüner.

He is the chair of Marketing and Innovation Management at Steinbeis University Berlin, the biggest German private university.



He has been consulting companies from different industries since 15 years. Marc Drüner is active on several advisory boards and committees and regularly publishes on innovation marketing and media.