

Digital Disruptors: The Global Competitive Landscape of Social Media

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Abstracts

Social media platforms have established relevance beyond communication. Rapid evolution has increased their importance in the new consumer journey. Technological integration is further supporting new business models via social media including the growing potential of social commerce. This report profiles leading platforms; Facebook, TikTok, Instagram, Snapchat, Twitter and YouTube, among others. The report also discusses prospects for social media platforms, including areas of strategic growth.

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