



# Communication Perspectives in Modern Businesses

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## Social Media and Strategic Communication: The Inseparable Duo for Modern Businesses

*Manpreet Arora*

Ethical communication is the foundation of every business (Ardichvili et al. 2009). Communicating with general public at large on the basis of facts, honesty and accuracy is central to ethical communication (Day 2005). Social media has opened channels of communication to the marketers which have the ability to directly connect with the customers (Tsimonis and Dimitriadis, 2014). Many companies that could foresee the future have been able to build information and business processes around the social media platforms (Williams and Chinn 2010). Many companies in this process pick up comments about the brands whenever they appear on various blogs, in comment boxes and personal or external spaces of companies (Palmer and Koenig Lewis 2009). Such comments are valuable feedback for the organizations to take their strategic decisions, product development decisions, and product placement aspects, but they also generate opportunities to move further in a particular direction (Ashford and Cummings 1983).

Social media is much more than a source of communication these days. It has led to give opportunities to the marketers to build their brand image and brand reputation. Many companies have paved way to new products and service development as organizations have to develop strategies for development by using