Understanding Social Networks: Theories, Concepts, and Findings

By Charles Kadushin

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Despite the swift spread of social network concepts and their applications and the rising use of network analysis in social science, there is no book that provides a thorough general introduction for the serious reader. *Understanding Social Networks* fills that gap by explaining the big ideas that underlie the social network phenomenon. Written for those interested in this fast moving area but who are not mathematically inclined, it covers fundamental concepts, then discusses networks and their core themes in increasing order of complexity. Kadushin demystifies the concepts, theories, and findings developed by network experts. He selects material that serves as basic building blocks and examples of best practices that will allow the reader to understand and evaluate new developments as they emerge. *Understanding Social Networks* will be useful to social scientists who encounter social network research in their reading, students new to the network field, as well as managers, marketers, and others who constantly encounter social networks in their work.

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