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Emerald Group Publishing Limited : New Perspectives in Marketing by Word-of-Mouth (Emerald Gems)
before purchasing it in order to gage whether or not it would be worth my time, and all praised New Perspectives in Marketing by Word-of-Mouth (Emerald Gems):

New Perspectives on Marketing by Word-of-Mouth is a collection of key articles on this area of high and increasing importance to marketers worldwide. This collection offers insights across a range of sectors. Some of the things the book will explain include: - How brand love is built in the fashion industry - How larger organisations can respond

most effectively to negative comments on social media. - The effectiveness of a Facebook fanpage for the MINI car brand. Modern communications technology means that the influence of the consumer in building or damaging a brand reputation is increasing. Find out some of the reasons why by reading this collection.

Emerald Publishing presents readers with another text in its series of Emerald Gems titles, this one focused on the contemporary use of marketing by word of mouth in various contexts throughout the world. The nine articles from a variety of academic and expert perspectives are focused on how large companies react to negative Facebook comments, measuring the power of individual messages, the role of brand love in consumer-brand relationships, and a wide variety of other related subjects. Distributed in North America by Turpin Distribution. --Annotation copy;2016 Ringgold Inc. Portland, OR (protoview.com)