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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.



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