

Capturing, Analyzing,
and Managing Word-
of-Mouth in the Digital
Marketplace

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Summary : Free capturing analyzing and managing word-of-mouth in the digital marketplace pdf download - with the growth of information technology and the internet in particular many new communication channels and platforms have emerged these platforms are focused on being not only user friendly but also highly interactive providing many unique ways to create and distribute content capturing analyzing and managing word-of-mouth in the digital marketplace explores the way these new channels and platforms affect our everyday interactions particularly as they relate to meaning growth and recent trends practices issues and challenges surrounding the world of modern marketing featuring a special emphasis on social media blogging viral marketing and other forms of e-communication this timely reference source is essential for students researchers academics and marketing practitioners

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