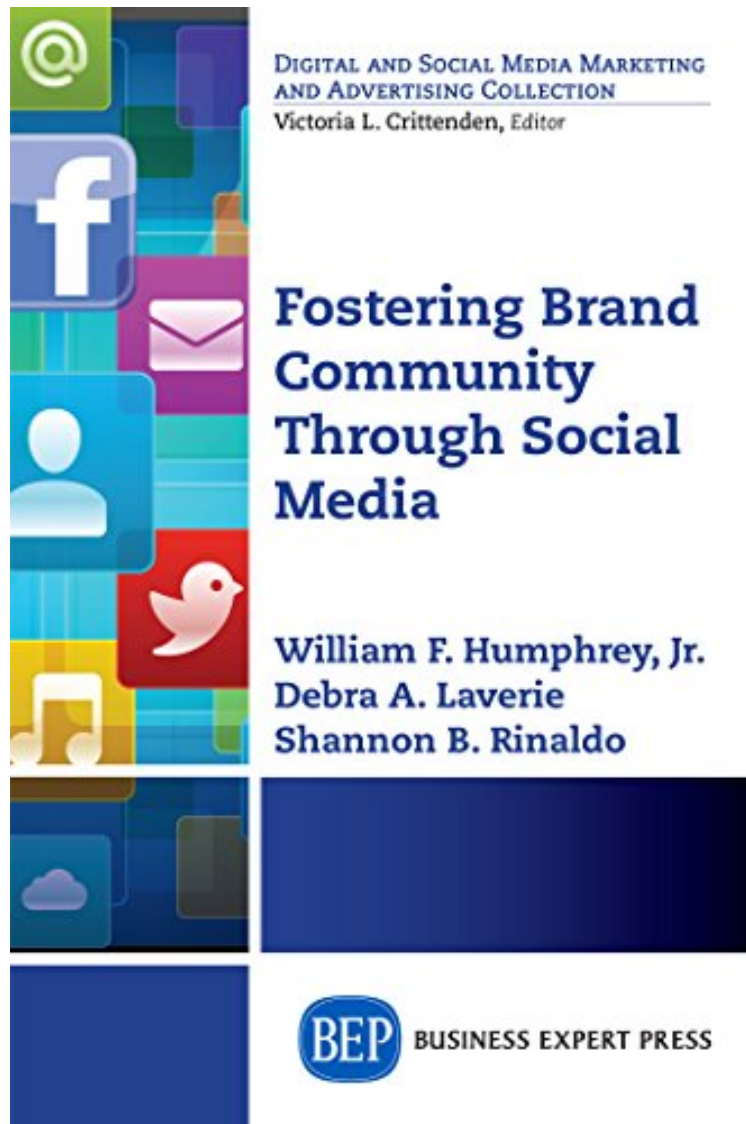


[Read download] Fostering Brand Community Through Social Media

Fostering Brand Community Through Social Media

Jr., William F. Humphrey, Debra A. Laverie, Shannon B. Rinaldo
*ePub | *DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#1660622 in eBooks 2016-02-15 2016-02-15 File Name: B01BT81FYQ | File size: 51.Mb

Jr., William F. Humphrey, Debra A. Laverie, Shannon B. Rinaldo : Fostering Brand Community Through Social Media before purchasing it in order to gage whether or not it would be worth my time, and all praised Fostering Brand Community Through Social Media:

This book focuses on building and maintaining brand community in the emerging, dynamic space of social media. A theoretical model encompassing brand characteristics, relational factors, and characteristics of the brand user

community is used as a structure to explain the various aspects of online brand communities. Furthermore, the authors discuss how online brand communities differ from and can be used to complement traditional, face-to-face brand communities. Brand managers, social media managers, and other members of the brand team will find this book useful for strategic decision-making in both building and maintaining brand communities. In addition, this book will serve as a practical guide for working professionals enrolled in executive education degree programs as these programs continue to be developed in universities throughout the world.

About the Author Texas Tech University