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4 Managing new Media: Tools for Brand Management in Social Media
5 Consumer Activism Through Social Media: Carrots Versus Sticks; 6 Authenticity in online Communications: Examining Antecedents and Consequences; 7 Web 2.0 and Consumers' Digital Footprint: Managing Privacy and Disclosure Choices in Social Media; Section III Online Advertising and Online Search Behavior; 8 Viewer Reactions to online Political Spoof Videos and Advertisements; 9 Advertising Versus Invertising: The Influence of Social Media B2C Efforts on Consumer Attitudes and Brand Relationships
10 Male Consumers' Motivations for online Information Search and Shopping Behavior
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Sommario/riassunto

Social media (e.g., Facebook, LinkedIn, Groupon, Twitter) have changed the way consumers and advertisers behave. It is crucial to understand how consumers think, feel and act regarding social media, online advertising, and online shopping. Business practitioners, students and marketers are trying to understand online consumer experiences that help instill brand loyalty. This book is one of the first to present scholarly theory and research to help explain and predict online consumer behavior.