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Nota di contenuto	1. The Historical Development of Social Commerce; Nina Bürklin, Claudia E. Henninger and Rosy Boardman -- 2. Social Media's Evolution in S-commerce; Claudia E. Henninger, Nina Bürklin and Christopher J. Parker -- 3. Cultural Considerations in Social Commerce: The Differences and Potential Opportunities in China; Yao Yao, Rosy Boardman and Delia Vazquez -- 4. Personalised and Participative Branding through Fashion Blogging; Jenny Cheung, Delia Vazquez and Tony Conway -- 5. Video Killed the Radio Star: A Review of Social Commerce Music Platforms in Facilitating Production Dissemination;

Neil Robinson, Crispin Dale and Alex Fenton -- 6. Exploring the Effects of Social Commerce on Consumers' Browsing Motivations and Purchase Intentions in the UK Fashion Industry; Marta Blazquez, Tianran Zhang, Rosy Boardman and Claudia E. Henninger -- 7. Attitudes towards Brands' Facebook Pages across Different Age Groups; Rosy Boardman -- 8. Unravelling a Mystery: Selling an Entrepreneurial Perspective through Instagram; Claudia E. Henninger, Xiaoli Zhao and Aurelie Le Normand -- 9. Capturing the Moment on Instagram: The Case of Successful Storytelling in Huawei's S-commerce Campaign; Nina Bürklin and Katharina Faber -- 10. The Influence of Electronic Word of Mouth (eWOM) on Expatriate Workers Seeking Tourist Information: The Case of Saudi Arabia; Abrar Al Sharif and Ruth Marciniak -- 11. eWOM: The Rise of the Opinion Leaders; Shuang Zhou, Helen McCormick, Marta Blazquez and Liz Barnes -- 12. An Exploratory Investigation into the Consumer Use of WeChat to Engage with Luxury Fashion Brands; Noreen Siddiqui, Mike Mannion and Ruth Marciniak -- 13. Effects of Beauty Vloggers' eWOM and Sponsored Advertising on Weibo; Weifang Ding, Claudia E. Henninger, Marta Blazquez and Rosy Boardman -- 14. The Challenges and Future Opportunities of Social Commerce; Courtney Chimes, Rosy Boardman and Claudia E. Henninger.

Sommario/riassunto

This timely edited collection offers a multidisciplinary perspective on social commerce, a phenomenon that has gained increasing interest over the last 8 years. Investigating how social media can be used to generate value for brands beyond customer relationship purposes, the skilled authors explore how social media users co-create value for businesses, influence other consumers and generate electronic word-of-mouth (eWOM). Providing insights from practitioners and academics, this book goes further than simply exploring e-commerce and social media, and addresses the real relevance of social commerce in today's business landscape. With a selection of contemporary case studies and a Foreword written by Inthefrow's creator, Victoria Magrath, Social Commerce will be an engaging read for those studying consumer behaviour, online marketing, and e-commerce.
