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Sommario/riassunto	Denisa Elena Vlad highlights the influence of social media and emotions on the consumer and his perception of the quality of products. She brings attention to new popular concepts like “post-truth” and “fake news” as well as the relationship between these concepts and human emotions. The author defines the concept of quality and highlights its subjectivity, clarifying the influence of social media by creating expectations among all consumers and how their emotions reconfigure business and all information presented online. Contents Quality of Products and Services The Influence of Social Media on the Consumers' Expectations Importance of Information in Social Media Influence of Emotional Attachment on the Relationship With the Brand Post-truth and Fake News and How They Relate to Human Emotions Consumer

Behavior in the Online Environment Target Groups Lectures and students of Business Administration, Marketing and Consumer Behavior Professionals from fields such as Business, Market Research, Marketing and Business Strategy The Author Denisa Elena Vlad holds a doctoral degree in Economics (2017), obtained at Bucharest University of Economic Studies in Romania. She works for a private banking-service in Romania and is responsible for marketing and communication. She has experience as an event manager in planning business and lifestyle events, conferences, but also in sales, support and service quality.
