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Nota di contenuto	I, avatar : auto-netnographic research in virtual worlds / Robert V. Kozinets, Richard Kedzior -- For a better exploration of metaverses as consumer experiences / Leila El Kamel -- Interaction seeking in Second Life and implications for consumer behavior / Christian Hinsch, Peter H. Bloch -- I don't know you, but I trust you : a comparative study of consumer perceptions in real-life and virtual worlds / James E. Brown, Tracy L. Tuten -- Social interaction with virtual beings : the technology relationship interaction model and its agenda for research / Kathy Keeling ... [et al.] -- Personalized avatar : a new way to improve communication and e-service / David Crete ... [et al.] -- The sacred and the profane in online gaming : a netnographic inquiry of Chinese gamers / Jeff Wang, Xin Zhao, Gary J. Bamossy -- Finding Mii : virtual social identity and the young consumer / J. Alison Bryant, Anna

Akerman -- Me, myself, and my avatar : the effects of avatars on SNW (social networking) users' attitudes toward a Website and its ad content / Youjeong Kim, S. Shyam Sundar -- Effects of ethnic identity and ethnic ambiguous agents on consumer response to Websites / Osei Appiah, Troy Elias -- Ethnic matching : an examination of ethnic morphing in advertising / Yuliya Lutchyn ... [et al.] -- Mirror, mirror on the Web : understanding thin-slice judgments of avatars / Melissa G. Bublitz, Craig C. Claybaugh, Laura A. Peracchio.

Sommario/riassunto

How can corporate America effectively target the growing flood of consumers participating in online social networking environments? This book by two of the leading experts in the field presents cutting-edge academic research on virtual social identity, explores consumer behavior in virtual worlds, and offers important implications for marketers interested in working in these environments.
