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Autore	Zamith Brito Eliane Pereira
Titolo	Corporate branding in Facebook fan pages : ideas for improving your brand value / / Eliane Pereira Zamith Brito, Maria Carolina Zanette, Carla Caires Abdalla, Mateus Ferreira, Ricardo Limongi, and Benjamin Rosenthal
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-60649-943-2
Edizione	[First edition.]
Descrizione fisica	1 online resource (150 p.)
Collana	Digital and social media marketing and advertising collection, , 2333-8830
Disciplina	006.754
Soggetti	Internet marketing Branding (Marketing) Corporate image Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 117-125) and index.
Nota di contenuto	1. The role of social media in emerging markets -- 2. Small- and medium-sized enterprises in emerging countries and the use of social media -- 3. Creating online corporate brands on Facebook fan pages -- 4. Facebook fan pages, engagement, trust, and word of mouth -- 5. Creating experiences on Facebook -- 6. Measuring the performance of brand communities on Facebook -- Notes -- References -- Index.
Sommario/riassunto	Shows how companies can improve their brand value by fostering their online corporate reputation. Communication actions on Facebook fan pages are an important tool on the road to reputation. Considering that reputation is essentially the long-term image of a brand, the book suggests strategies for improving this image in the short term by nurturing engagement with consumers. Engaged consumers who participate in a communal environment are coproducers of a brand, who build meanings and endorse a brand they trust. Word of mouth (WOM) is an important tool for creating and replicating the image of a trustworthy company, and these repeated images can result in a solid reputation or increased brand value. Also addressed is how company's

strategies influence this process, and how online communication benefits from the integration of the manager's vision with communication policies. This book is a result of four years of research, in which the authors analyzed several Facebook fan pages and interviewed managers to identify the best strategies of communication on online social networks.

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Autore

Lain Tara

Titolo

Golden Dancer

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1-78651-415-X

Descrizione fisica

1 online resource (1 p.)

Collana

Dangerous Dancers

Soggetti

Journalists in literature

Theft in literature

Lingua di pubblicazione

Inglese

Formato

Materiale a stampa

Livello bibliografico

Monografia

Sommario/riassunto

A reporter and the thief he's investigating both fall for a golden dancer, forging a menage of love and lies that could send one to prison and one to the morgue. Mac Macallister is obsessed-the online news reporter needs enough evidence to write a story accusing billionaire art collector Daniel Terrebone of stealing the Golden Dancer, a priceless work of art, from Horst Von Berg. The story promises the recognition Mac craves. But then Mac meets a real golden dancer, ballet star Trelain Medveyev, and his attraction to the man rocks his formerly straight world. When the mysterious Terrebone 'collects' this beautiful dancer, too, Mac rushes to the rescue like a knight in shining cargo pants and plunges into a three-way passion that tears him between love and guilt. Can Mac keep investigating when his story could send one man to prison and another to the morgue? Will this reporter get his story or get his men?

