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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.
