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Nota di contenuto	1. The online brand community -- 2. Brand characteristics -- 3. Relational characteristics in social media -- 4. Community characteristics -- 5. Virtually there -- 6. The nature of fandom and shared power in the social environment -- 7. Past, present, and future of digital brand communities -- Notes -- Bibliography -- Index.
Sommario/riassunto	This book focuses on building and maintaining brand community in the emerging, dynamic space of social media. A theoretical model encompassing brand characteristics, relational factors, and characteristics of the brand user community is used as a structure to explain the various aspects of online brand communities. Furthermore, the authors discuss how online brand communities differ from and can be used to complement traditional, face-to-face brand communities. Brand managers, social media managers, and other members of the brand team will find this book useful for strategic decision-making in both building and maintaining brand communities. In addition, this book will serve as a practical guide for working professionals enrolled in executive education degree programs as these programs continue to be developed in universities throughout the world.