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Sommario/riassunto	YouTube, Instagram, Facebook, Vimeo, Twitter, etc. have their own logics, dynamics and different audiences. This book analyses how the users of these social networks, especially those of YouTube and Instagram, become content prescribers, opinion leaders and, by extension, people of influence. What influence capacity do they have? Why are intimate or personal aspects shared with unknown people? Who are the big beneficiaries? How much is vanity and how much altruism? What business is behind these social networks? What dangers do they contain? What volume of business can we estimate they generate? How are they transforming cultural industries? What legislation is applied? How does the legislation affect these communications when they are sponsored? Is the privacy of users violated with the data obtained? Who is the owner of the content? Are they to blame for "fake news"? In this changing, challenging and intriguing environment, The Dynamics of Influencer Marketing discusses all of these questions and more. Considering this complexity

from different perspectives: technological, economic, sociological, psychological and legal, the book combines the visions of several experts from the academic world and provides a structured framework with a wide approach to understand the new era of influencing, including the dark sides of it. It will be of direct interest to marketing scholars and researchers while also relevant to many other areas affected by the phenomenon of social media influence.

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