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Cases -- Destination image through TripAdvisor´s reviews analysis.

Sommario/riassunto   This book gathers new empirical findings fostering advances in the areas of communication design and branding, with a special emphasis of interdisciplinary approaches showing how to combine knowledge in those fields to improve businesses in a digital, global world. Gathering original, peer-reviewed contributions written by designers, computer scientists, marketer and product managers, this book provides both the communication and branding communities with a timely snapshot of current strategies and best-practices to improve different kinds of business through design. By highlighting current challenges, it is also intended to inspire and foster collaboration between different groups, in both university and industry. .