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Nota di contenuto	Opportunities and challenges in studying customer networks / Christophe Van den Bulte -- Understanding the relational ecosystem in a connected world / Conor M. Henderson and Robert W. Palmatier -- Connectivity, control, and constraint in business markets / Stefan Wuyts -- The connected patient / Nuno Camacho, Vardit Landsman, and Stefan Stremersch -- Is Mr. Spock a good candidate for being a connected customer? : the role of emotion in decision making / Baba Shiv -- God and mammon : the influence of religiosity on brand connections / Aric Rindfleisch, Nancy Wong, and James E. Burroughs -- Brand platforms as strategic investments : leveraging customer connections to manage profitability, growth, and risk / Rajendra K. Srivastava and Thorsten Wiesel -- The shadow of other people: socialization and social comparison in marketing / Ronald Burt -- Viral marketing : what is it, and what are the components of viral success? / Ralf van der Lans and Gerrit van Bruggen -- Social connectivity, opinion leadership, and diffusion / Jacob Goldenberg, Sangman Han, and Donald R. Lehmann -- The effect of negative word-of-mouth in social

Sommario/riassunto

In today's connected consumer environment, customers are better informed and harder to please, but they also leave a more visible evidence trail in the form of improved databases and customer information. Consumers are increasingly interconnected through various sorts of social networks, a trend that is facilitated by recent advances in electronic media and telecommunication (i.e., MySpace, Facebook, Twitter and Cyworld). Consumers are also increasingly connected with brands and seek to play a more participative role in their relationship with companies, stimulating companies to reconsider