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Sommario/riassunto	Amidst growing conceptual developments in the areas of value co-creation and digital marketing, the importance of Online Brand Communities (OBCs) has emerged to reinforce strategies. This book provides an introduction to a range of broad and debatable conceptual perspectives and mechanisms on the subject of OBC. Focusing on contemporary digital marketing issues, it offers a comprehensive examination of consumers' response to active engagement in such communities. Building on the very successful original publication, this

thoroughly revised second edition includes two new chapters on data-driven segmentation and artificial intelligence and customer engagement. The book balances theory with practical approaches and gives serious treatment to an important area of digital marketing strategy, providing an important resource for scholars, students and practitioners. Wilson Ozuem is a Professor of Digital Marketing and Innovation at the University for the Creative Arts, UK. His primary expertise lies in digital marketing and fashion marketing, with a specific research focus on understanding the impacts of emerging computer-mediated marketing environments (CMMEs) on the fashion industry. Professor Ozuem is recognised as a leading international scholar in digital marketing and multichannel retailing. His research has been published in key journals, including the European Journal of Marketing, Journal of Business Research, Information Technology & People, Psychology & Marketing, Journal of Advertising Research, Internet Research, and many others. Michelle Willis, PhD, is a digital marketing lecturer at London Metropolitan University, UK. Her doctoral research focuses on customer loyalty and engagement within online brand communities. Her work examines emerging technologies, particularly the intersection of social networking sites and the development of marketing programmes, as well as online service failure and recovery strategies within the context of the millennial consumer generation. She has published numerous articles in journals such as Psychology & Marketing, Information Technology & People, and Internet Research. Her research has been presented at international conferences, including those organised by the American Marketing Association and the European Marketing Academy.
