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BRAND MANAGEMENT IN THE AGE OF DIGITALIZATION : HOW TO MANAGE BRAND RELATED USER GENERATED CONTENT IN TIMES OF THE WEB 2.0



GRIN Publishing Aug 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Studienarbeit aus dem Jahr 2014 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Westfälische Wilhelms-Universität Münster, Sprache: Deutsch, Abstract: 'It's a lonely, scary time to be a brand manager' (Fournier and Avery 2011, p. 193). Fournier and Avery's statement reflects that the brand management in times of the Web 2.0 has become a very complex and challenging undertaking. In this participatory online environment consumers are...

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- Released at 2014



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