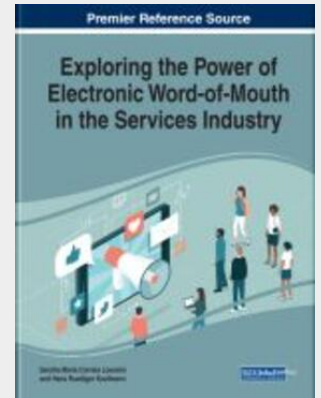


## Exploring the Power of Electronic Word-of-Mouth in the Services Industry

User opinions about service experiences have been extensively acknowledged to play a key role in influencing the consumption decisions of other customers. The widespread adoption of internet technologies has amplified enormously the volume and the potential impact of such customer-generated content in the form of electronic word-of-mouth (eWOM). Exploring the Power of Electronic Word-of-Mouth in the Services Industry is an essential research book that explores the importance of consumer perception and the influence of word-of-mouth in the digital world. Featuring a range of topics such as data mining, online engagement, and social media, this book is ideal for academicians, researchers, IT developers, marketers, managers, media specialists, and professionals.



**320,00 €**

299,07 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

**Artikelnummer:** 9781522585756

**Medium:** Buch

**ISBN:** 978-1-5225-8575-6

**Verlag:** Business Science Reference

**Erscheinungstermin:** 15.07.2019

**Sprache(n):** Englisch

**Auflage:** Erscheinungsjahr 2019

**Produktform:** Gebunden

**Gewicht:** 1488 g

**Seiten:** 390

**Format (B x H):** 221 x 286 mm

