

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

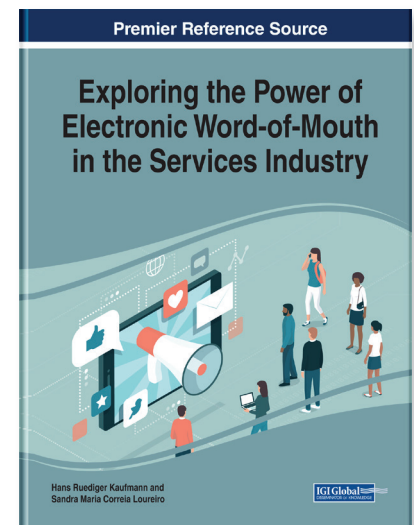
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

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.



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