

Handbook of Research on Transmedia Storytelling, Audience Engagement, and Business Strategies

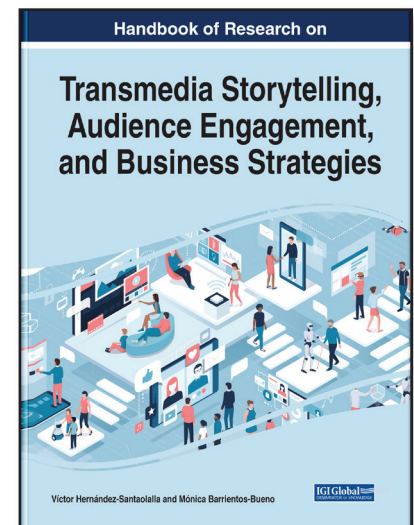
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

As media evolves with technological improvement, communication changes alongside it. In particular, storytelling and narrative structure have adapted to the new digital landscape, allowing creators to weave immersive and enticing experiences that captivate viewers. These experiences have great potential in marketing and advertising, but the medium's methods are so young that their potential and effectiveness is not yet fully understood.

The **Handbook of Research on Transmedia Storytelling, Audience Engagement, and Business Strategies** is a collection of innovative research that explores transmedia storytelling and digital marketing strategies in relation to audience engagement. Highlighting a wide range of topics including promotion strategies, business models, and prosumers and influencers, this book is ideally designed for digital creators, advertisers, marketers, consumer analysts, media professionals, entrepreneurs, managers, executives, researchers, academicians, and students.



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Online Advertising
Online Engagement

Promotion Strategies
Prosumers and Influencers
Second Screen Content
Social Media
Transmedia Advertising
Video Game Narratives

Subject: Business and Management

Classification: Handbook of Research

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(Research Recommended)

Research Suitable for: Advanced Undergraduate
Students; Graduate Students; Researchers;
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