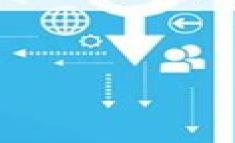


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An Introduction

TWELFTH EDITION

Gary Armstrong • Philip Kotler





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have come to recognize the power of online WOM in terms of its impact on consumer beliefs attitudes and purchasing behavior effective strategies for leveraging the consumer conversation require greater insight and understanding of WOM and social media Towards that end this book offers ground breaking research from an impressive array of internationally renowned marketing researchers on the nature and dynamics of WOM transmitted through social media channels advancing our understanding of consumer influence which to date has largely focused on offline WOM Among the topical issues covered are best practices for marketing practitioners the conversational nature of online WOM the dynamic interplay between online and offline WOM WOM measurement and monitoring and cross cultural influences on WOM This book was originally published as a special issue of the Journal of Marketing Communications Introduction to Marketing Adrian Palmer,2012-03-29 This new innovative textbook provides a highly accessible introduction to the principles of marketing presenting a theoretical foundation and illustrating the application of the theory through a wealth of case studies

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