

Value Creation Of Firm-established Brand Communities

[DOWNLOAD HERE](#)

Firm-established brand communities enable companies to increase the brand loyalty and word-of-mouth communication of their customers. Furthermore they represent an adequate organisational form for companies to integrate consumers into their innovation processes. Philipp Wiegandt empirically analyzes the effects the creation of a firm-established brand community has on the brand loyalty and word-of-mouth communication of its members over time. He finds that establishing a firm-established brand community creates value for both the company and their customers. EAN/ISBN : 9783834984609
Publisher(s): Gabler Discussed keywords: Brand Communities Format: ePub/PDF Author(s): Wiegandt, Philipp

[DOWNLOAD HERE](#)

Similar manuals: