

Managing Social Media and Consumerism

The Grapevine Effect in Competitive Markets

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Rajagopal



Social media and the spread of communication through various social networks form the communication grapevine. This is an emerging informal channel of business communication and a critical element in building a firm's profile in a competitive marketplace. The grapevine effect is contributed to by social media through word of mouth, which stretches throughout the market irrespective of the various measures taken by firms to build their brand and competitive profile. This book categorically reviews the theories of communication, best practices in social media and previous research, and analyzes corporate involvement toward a strategic and tactical stewardship in serving customer-centric business requirements. There are many types of grapevines that develop in various niches which stem from emotion, sensitivity, personality, assumptions, experiences, and social conventions. By examining the functional phenomenon of the grapevines and their effect, and by citing examples of various companies, *Managing Social Media and Consumerism* discusses the best ways to define a social media plan.

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