Foreword

This book provides multidimensional perspectives on the areas of social media and online brand communities based on different methodologies to express the richness and growing importance of this area of marketing. Businesses and organisations are facing challenges and uncertainty and thus need to keep improving their business performance. Research in social media is an additional tool that is available to businesses to enhance and further business performance. Contributors to the book are international academics, practitioners, and business people.

The book develops three themes, “Context: Mediated Marketing Theory and Social Media,” “Social Landscape and Marketing Development,” and “Converging Practices: Compelling Brand Positioning and Social Media Affordances.” The first theme develops the interaction between brand and brand attitudes with social media, with a view to improve brand strategies. The second theme looks at social media as a tool to aid organisations and businesses and how it can enhance customer engagement to driver business performance. The final theme selects some key specialist areas, such as luxury markets and franchising, and shows how social media can influence these areas.

Social media is a pervasive tool that cuts across all business boundaries, and one aim of this book is to publicise the increasing power and influence of social media in all corners of business. No business can afford to ignore social media, because in doing so they are deliberately hampering their business performance. Social media is making transformational changes to the business environment that have profound effects on how businesses operate. I recommend this book to academics, practitioners, and business leaders as a step towards enlightenment on the journey to understand the power and potential of social media and survive the uncertainty and challenges of the 21st century.

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