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### **Foundations of Social Media Marketing - ScienceDirect**

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### **Social exchange theory - Wikipedia**

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### **Compliance (psychology) - Wikipedia**

Social media marketing is an integral element of 21st-century business. However, the literature on social media marketing remains fragmented and is focused on ...

### **Elements of strategic social media marketing: A holistic**

The Social Norms Approach: Theory, Research, and Annotated Bibliography August 2004 Alan D. Berkowitz, Ph.D. Independent Consultant Trumansburg, NY, 14886-0701

### **The Social Norms Approach: Theory, Research, and Annotated**

Journal of Electronic Commerce Research, VOL. 6, NO.3, 2005 Page 181 DRIVING CONSUMER ACCEPTANCE OF MOBILE MARKETING: A THEORETICAL FRAMEWORK AND EMPIRICAL STUDY

### **DRIVING CONSUMER ACCEPTANCE OF MOBILE MARKETING: A**

1 The History of Marketing Thought This reading assignment is from Dr. Chuck Hermans' PhD work. He is a professor at Missouri State University and granted ...

### **The History of Marketing Thought - Health Education Partners**

Social and Behavioral Theories. 1. Learning Objectives . After reviewing this chapter, readers should be able to: • Define what theory is and identify two key types ...

### **Social and Behavioral Theories - OBSSR e-Source**

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Executive Summary Relationship marketing and customer relationship management have taken a central position in marketing strategy in the past two decades.

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358 JOURNAL OF MARKETING RESEARCH, AUGUST 1999 sult in the loss of economic (e.g., money, time) and/or social (e.g., status, esteem) resources for customers.

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