

# Word of Mouth — A New Advertising Discipline

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  - Reconsidering Models of Influence: The Relationship between Consumer Social Networks and Word-of-Mouth Effectiveness
  - Word-of-Mouth Research: Principles and Applications
  - Visibility versus Surprise: Which Drives the Greatest Discussion of Super Bowl Advertisements?
  - The Origin and Impact of CPG New-Product Buzz: Emerging Trends and Implications
  - Finding the “Missing Link”: Advertising’s Impact on Word of Mouth, Web Searches, and Site Visits
  - Word of Mouth on the Web: The Impact of Web 2.0 on Consumer Purchase Decisions
  - Unleashing the Power of Word of Mouth: Creating Brand Advocacy to Drive Growth
  - Self-Generated Advertisements: Testimonials and the Perils of Consumer Exaggeration
  - Word of Mouth and the Viewing of Television Programs
  - Bloggers’ Motivations and Behaviors: A Model
  - The Influence of eWOM on Virtual Consumer Communities: Social Capital, Consumer Learning, and Behavioral Outcomes
  - More than the Words: Using Stance-Shift Analysis to Identify Crucial Opinions and Attitudes in Online Focus Groups
  - News and Advertisements: How Negative News May Reverse Advertising Effects
  - A Status Report on Podcast Advertising
  - The Determinants of Email Receivers’ Disseminating Behaviors on the Internet
  - Review of *Why We Talk: The Truth Behind Word-of-Mouth*
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