Word of Mouth — A New Advertising Discipline

- Word of Mouth — A New Advertising Discipline?
- 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