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## HOW WORD OF MOUTH WORKS IN ADVERTISING

### E-Word of Mouth: Early Predictor of Audience Engagement How Pre-Release "E-WOM" Drives Box-Office Outcomes of Movies

Can "e-buzz" that starts prior to a film's release provide an early indication of success at the box office? C. S. Craig and W. H. Greene (New York University Stern School of Business), with A. Versaci (AIG) P62

### How Do Teaser Advertisements Boost Word of Mouth about New Products? For Consumers, the Future Is More Exciting than the Present

A two-part study reveals that forthcoming products generate more word of mouth than do currently available products. H. Thorbjørnsen (Norwegian School of Economics); P. Ketelaar, J. van 't Riet (Radboud University); M. Dahlén (Stockholm School of Economics) P73

### Digital Natives and Digital Immigrants Respond Differently to Interactivity Online: A Model for Predicting Consumer Attitudes and Intentions

C. Kirk (Mount Saint Mary College), with L. Chiagouris, V. Lala, and J. D. E. Thomas (Pace University), measure the effects of perceived online interactivity on attitude and intention to use a new digital information product. P81

### Credibility of E-WOM across Digital-Marketing Channels: The Roles of Social Capital, Information Richness, and Interactivity

Channel managers should design information-enriching tools if they wish to enhance channel credibility—among other insights from Israel-based researchers S. Levy (Ariel University) and Y. Gvili (ONO Academic College). P95



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