



# Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace

*Sumangla Rathore*

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With the growth of information technology and the Internet in particular many new communication channels and platforms have emerged. These platforms are focused on being not only user friendly, but also highly interactive, providing many unique ways to create and distribute content.

**Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace** explores the way these new channels and platforms affect our everyday interactions, particularly as they relate to meaning, growth, and recent trends, practices, issues, and challenges surrounding the world of modern marketing. Featuring a special emphasis on social media, blogging, viral marketing, and other forms of e-communication, this timely reference source is essential for students, researchers, academics, and marketing practitioners.

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