



Managing Social Media and Consumerism: The Grapevine Effect in Competitive Markets

Rajagopal

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Managing Social Media and Consumerism: The Grapevine **Effect in Competitive Markets**

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Managing Social Media and Consumerism: The Grapevine Effect in Competitive Markets Rajagopal Categorically reviews the theories of communication, best practices in social media and previous research, and analyzes the corporate involvement towards strategic and tactical stewardship in serving customercentric business requirements.



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