Virtual Social Identity and Consumer Behavior

Edited by Natalie T. Wood and Michael R. Solomon, both, St. Joseph’s University

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How can corporate America effectively reach and entice the growing flood of consumers participating in online social networking environments?

This book by two of the leading experts in the field presents cutting-edge academic research on virtual social identity, explores consumer behavior in virtual worlds, and offers important implications for marketers interested in working in these environments. The book also provides special insight into the largest and fastest growing group of users—kids and teens. There is no better source for understanding the impact of virtual social identities on consumers, consumer behavior, and electronic commerce.

"There is no more important issue confronting scholars of consumer behavior than the opportunities and pitfalls of the digital world. Social Identity, as expressed via social networking websites, digital photographs, and three-dimensional avatars, will change the way we think of relationships among consumers, advertisers, and brands. This volume brings a number of insightful perspectives to this issue."

-Jeremy Bailenson, Director, Virtual Human Interaction Lab, Stanford University

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