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以《brand marketing》品牌行銷為例

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brand marketing



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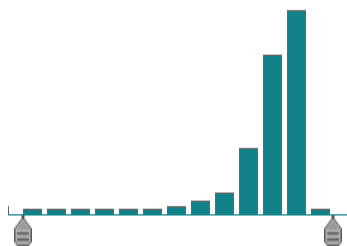
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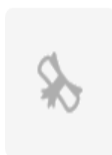
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1

Analysis of the influence of shampoo brand's marketing mix strategies on brand association

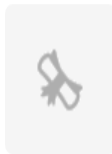
Wu, Fei.Jinan University (People's Republic of China), ProQuest Dissertations Publishing, 2009. 10419634.

...marketing mix elements on the establishment of brand association and propose...
...brand association. It provides the marketing mix elements of shampoo brand and...

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The own-brand cars brand marketing strategy research

Cheng, Xiao Wen.Nankai University (People's Republic of China), ProQuest Dissertations Publishing, 2010. 10373281.

...marketing of the domestic market. In this complex context, China's own brand of...
...China's own brand of car brand marketing strategy analysis, summed up in favor...
...of the basic own-brand car marketing ideas, so as to achieve initiate innovative...

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ProQuest Dissertations Publishing, 2009. 10419634.

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ents of shampoo brand and...

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☐ 2 The own-brand cars brand marketing strategy research

Cheng, Xiao Wen.Nankai University (People's Republic of China), ProQuest Dissertations Publishing, 2010. 10373281.

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☐ 3 Researching on the brand marketing of alibaba group

Liu, Hai Bo.Sichuan University (People's Republic of China), ProQuest Dissertations Publishing, 2009. 10469977.

... Researching on the Brand Marketing of Alibaba Group MBA Major Graduate...

...brand marketing is undoubtedly full of significance. Based on analysis and...

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☐ 4 Higher education brand marketing research

Ge, Guang Chang.Huazhong Agricultural University (People's Republic of China), ProQuest Dissertations Publishing, 2010. 10387902.

...sight of practice, higher education brand marketing appears on the background of...

...brand marketing of higher education. At present, higher brand-building has begun...

...successful experience of brand marketing in the domestic, the similar model of...

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The Role of Social CRM in Brand Marketing: A Perspective of Consumers' eWOM

Chen, Yihua North Carolina State University ProQuest Dissertations Publishing 2015 10586646

全文選項



社會化客戶關係管理在品牌行銷中的作用：消費者網路口碑的透視

摘要 翻譯

隱藏反白

Companies used to fully control the relationship between **brands** and their customers. Nowadays, the control of the relationship has shifted to customers who have the power to influence each other using User Generated Content (UGC) and Electronic Word of Mouth (eWOM). Therefore, incorporating customer relationship management via social media into existing **brand marketing** framework is of strategic importance. By integrating social media **marketing**, Customer Relationship Management (CRM) and Social CRM, the first objective of this study is to propose a strategic **brand marketing** model. The integration of these **marketing** fields could help companies to systematically implement **brand marketing** campaign from various channels.

Meanwhile, the relationship management based on social influence would also help companies to efficiently leverage the voice of consumers and promptly respond to the voice from consumers. Thus, beyond the conceptual scope, the second objective for this

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The Role of Social CRM in Brand Marketing: A Perspective of Consumers' eWOM

Chen, Yizhuo. North Carolina State University, ProQuest Dissertations Publishing, 2015. 10586646.

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摘要/詳細資料

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摘要

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至

中文 (繁體)

翻譯

隱藏反白

Companies used to fully shifted to customers wh (eWOM). Therefore, inco strategic importance. By integrating social media marketing, Customer Relationship Management (CRM) and Social CRM, the first objective of this study is to propose a strategic brand marketing model. The integration of these marketing fields could help companies to systematically implement brand marketing campaign from various channels.

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隱藏反白

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公司用來完全控制品牌與客戶之間的關係。如今,這種關係的控制已經轉移到那些有權使用用戶生成內容(UGC)和電子口語(eWOM)相互影響的客戶。因此,透過社群媒體將客戶關係管理納入現有的品牌行銷架構中,是具有策略性的重要性。結合社群媒體行銷、客戶關係管理(CRM)、社會客戶關係管理(Social CRM),本研究的首要目標是提出策略性品牌行銷模式。整合這些行銷領域,有助於企業有系統地從各種渠道實施品牌行銷活動。

同時,基於社會影響力的關係管理,也有助於企業有效地利用消費者的聲音,並迅速回應消費者的聲音。因此,除了概念範圍之外,本研究的第二個目標是透過實證性測試所建議模型中的某些重要關係,以識別個人對社會的影響,並評估客製化品牌行銷傳播的有效性,而這些因素是社交CRM實作。它們是1)個人社交網絡行為及其影響;2)UGC內容與UGC影響之間的關係;3)定制品牌營銷傳播對個人對品牌態度的影響;2)UGC內容與UGC影響之間的關係;3)定制品牌營銷傳播對影響個人對品牌態度的有效性。使用網路抓取技術收集來自線上採購環境(Amazon.com)和非採購環境(Runnersworld.com)的社群媒體資料。資料是使用文字探勘、主要元件分析、對數線性模型和情緒分析進行分析。結果表明,個人在社交媒體行為和其UGC在購買和非購買社交媒體環境中的整體影響之間存在著顯著的關係。結果也表明,UGC內容中顯示的品牌名稱和產品屬性,可能會對內容共同創作產生重大影響。內容共同創作與UGC的影響力顯著相關。調查結果還建議定制品牌營銷溝通對減少個人對品牌的負面態度顯著影響。

總之,本研究將社會客戶關係管理整合至品牌行銷研究框架,擴大品牌行銷的範圍。在管理上,本研究可以為品牌行銷從業者提供極大的影響,以瞭解並服務目標消費者。本研究結果也將為在社交媒體時代設計品牌忠誠度計畫提供有用的建議。

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Marketing;

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Husain, Sajjad; Ghufraan, Ali; Chaubey, D S.
Splint International Journal of Professionals: A Monthly Peer Reviewed International Journal of Management & IT;
Bhubaneswar Vol. 3, Iss. 7, (Jul 2016): 21-28.

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The Role of Social CRM in Brand Marketing: A Perspective of Consumer

Chen, Yizhuo.North Ca

預覽 - PDF

摘要

摘要 翻譯

Companies used to focus on product quality and service quality. With the development of the Internet, the relationship has shifted to customers' word of mouth (eWOM). Therefore, in brand marketing, eWOM has become a strategic importance. The objective of this study is to explore the role of social CRM in brand marketing. The study uses a case study method to explore the role of social CRM in brand marketing. The study finds that social CRM can help companies to system

Meanwhile, the relationship between consumers and companies is becoming more and more important. The study finds that social CRM can help companies to system

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APA 6th - American Psychological Association, 6th Edition

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Chen, Y. (2015). *The role of social CRM in brand marketing: A perspective of consumers' eWOM* (Order No. 10586646). Available from ProQuest Dissertations & Theses A&I. (1883870274). Retrieved from <https://search.proquest.com/docview/1883870274?accountid=8094>



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Social sciences; Applied sciences; Consumer behavior; Marketing strategy; Social media; Text mining; Virtual community; eWOM

標題

The Role of Social CRM in Brand Marketing: A Perspective of Consumers' eWOM

作者

Chen, Yizhuo

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Leonidour, Leonidas C; Barnes, Bradley R; Spyropoulou, Stavroula; Katsikeas, Constantine S.

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隱藏反白

Companies used to fully control the relationship between **brands** and their customers. Nowadays, the control of the relationship has shifted to customers who have the power to influence each other using User Generated Content (UGC) and Electronic Word of Mouth (eWOM). Therefore, incorporating customer relationship management via social media into existing **brand marketing** framework is of strategic importance. By integrating social media **marketing**, Customer Relationship Management (CRM) and Social CRM, the first objective of this study is to propose a strategic **brand marketing** model. The integration of these **marketing** fields could help companies to systematically implement **brand marketing** campaign from various channels.

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- ◆ 2005 (16,580)
- ◆ 2006 (17,112)
- ◆ 2007 (16,272)
- ◆ 2008 (15,433)
- ◆ 2009 (14,920)
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AND ▼

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(摘要提供：1980年+)

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聯盟年份：

☒ 2005 ☒ 2006 ☒ 2007 ☒ 2008

☒ 2009 ☒ 2010 ☒ 2011 ☒ 2012

☒ 2013 ☒ 2014

檢 索

清 除

檢索結果

縮小檢索/快速檢索

☒ 縮小範圍

☐ 檢索整個資料庫

快速縮小範圍

畢業學校

畢業年份

作 者

所屬學科

主題分類

縮小範圍檢索

檢索結果 共23 筆，有 3 頁，符合 "**Asperger syndrome**"

全部(23)	2001(0)	2002(0)	2003(1)
2004(0)	2005(2)	2006(3)	2007(2)
2008(4)	2009(3)	2010(3)	2011(1)
2012(1)	2013(1)	2014(2)	

已標記 0 筆記錄

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1

頁

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☐ 1. A phenomenological study of the lived experiences of adolescent females with **Asperger Syndrome**

by Beteta, Lisa Marie , Ph.D. , Walden University Education, 2009, 214Pages, AAT 3342492

所屬學科: Education 教育、Behavioral Science 行為科學

主題分類: Special 特殊教育、Clinical Psychology 臨床心理學

典藏單位: 臺北市立大學(天母校區)

☒ PDF全文 ☐ 書目+摘要 ☐ 推薦此論文

☐ 2. An analysis of two approaches to social skills instruction for students with **Asperger syndrome**

by Cook, Katherine Elizabeth Tapscott; , PhD , UNIVERSITY OF KANSAS, 2002, 90Pages, AAT 3071097

所屬學科: Education 教育

主題分類: Special 特殊教育

典藏單位: 輔仁大學

☒ PDF全文 ☐ 書目+摘要 ☐ 推薦此論文

☐ 3. **Asperger syndrome: A case study on one family's understanding**

by Graffam, Ben , Ph.D. , University of South Florida, 2005, 288Pages, AAT 3168619

所屬學科: Education 教育

主題分類: Special 特殊教育

典藏單位: 臺中教育大學

☒ PDF全文 ☐ 書目+摘要 ☐ 推薦此論文

High school general education English teachers' perception of IEP accommodations for students with Asperger Syndrome

by Krones, Mary Patricia , Ed.D. , [Illinois State University Teaching and Learning](#), 2016, 180Pages, 10130854

Education 教育 / Education 教育學 ; Special 特殊教育 ; Secondary 中等教育

原 件 : PDF全文

論文摘要： The purpose of this qualitative design study was to better understand the experiences of high school general education English teachers who have students with **Asperger Syndrome** in their classes. More specifically, this researcher wanted to better understand the teacher's perception of the IEP-denoted accommodations the general education teachers are responsible for implementing. Data collection consisted of semi-structured interviews, classroom observations, journal entries and collection of artifacts. Findings of this study include: the IEP document and IEP process from the lens of the general education teacher do not provide adequate information when considering the unique needs of students with **Asperger Syndrome**; general education English teachers are committed not only to forming relationships with students with **Asperger Syndrome**, but often take it a step further, taking on the role of advocating for the student as well as encouraging the student to advocate for himself or herself; and general education English teachers are committed to doing what works for the student, regardless of what information can be found in the IEP document.

論文作者： Krones, Mary Patricia

學位名稱： Ed.D.

畢業學校： [Illinois State University Teaching and Learning](#).

畢業年份： 2016

論文頁數： 180

論文編號： 10130854

I S B N： 9781339886800

指導教授： Gary Weilbacher.

原始資料： Dissertation Abstracts International, Volume: 77-11(E), Section: A.

學科/分類： Education 教育 / Education 教育學 ; Special 特殊教育 ; Secondary 中等教育

檢索結果-匯出功能

回檢索結果



A phenomenological study of the lived experiences of

輸出 RIS 檔 直接匯入 RefWorks

匯出預覽

以下為匯入 RefWorks 之內容

RT Thesis
A1 Beteta, Lisa Marie
T1 A phenomenological study of the lived experiences of adolescent females with Asperger Syndrome
JF 數位化論文典藏聯盟(Digital Dissertation Consortium)
YR 2009
AB Minimal research focuses on females with Asperger Syndrome (AS). Without understanding the experiences of this population, the knowledge and understanding necessary for the development of appropriate diagnosis and supports is unavailable. The purpose of this phenomenological study was to gain insights into the challenges faced by females with AS by describing the central phenomena of their lived experiences from a critical feminist theoretical framework. Four participants were included in the study that explored their lived experiences pertaining to academic, home, personal, and social experiences including their recollections pertaining to these social contexts during elementary, middle, and high school. Data was collected through semi-structured, in-depth interviews, observations, and artifacts. Data were examined for significant statements that aligned to the research focus, and these were then coded into four significant thematic units to inform textual description and synthesis of shared experience. Four significant units emerged including victimization, anxiety, social issues, and age-appropriate interests. The essential conclusion was that female adolescents with AS share common interests, though qualitatively different, with neurotypical peers while continuing to battle internal and external circumstances. Analysis of nonconforming information pointed to the utility of other theoretical models in understanding the AS experience of young females. This research contributes to positive social change by providing a voice to females with AS, lessening their invisibility as a minority within a minority. Contributing such knowledge of the lived experiences of female adolescents with AS can lead to the development of better diagnostic criteria and appropriate supports.
A3 Locke, Peggy A.;Eicher, Doug;Bullock, Cheryl
EP 214
PB Walden University Education
KW Education 教育; Behavioral Science 行為科學
KW Education, Special;Psychology, Clinical
UR http://pqdd.sinica.edu.tw/ddc_open_link.htm?type=ddc&app=13&doi=3342492
LA English
DB 數位化論文典藏聯盟(Digital Dissertation Consortium)
N1 214
N1 Walden University Education
N1 DAI Vol 70-01, Section: A, page: 0138
M1 Ph.D.

social change by providing a voice to females with AS, lessening their invisibility as a minority within a minority. Contributing such knowledge of the lived experiences of female adolescents with AS can lead to the development of better diagnostic criteria and appropriate supports.

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索引位置：論文題目

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182825 筆結果，共 18283 頁

全部(182825)

2001(4663)

2002(7794)

2003(10976)

2004(14555)

2005(16580)

2006(17112)

2007(16272)

2008(15433)

2009(14920)

2010(15252)

2011(15563)

2012(14623)

2013(13032)

2014(6050)

依 條列式 ▼ 顯示

依 論文題目 ▼ 遞增 ▼ 排序 每頁 10 ▼ 筆 跳至 1 頁 GO

已標記 0 筆記錄

☐ 此頁全選

清空所有標記

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項目	論文題目	論文作者	畢業學校
<input type="checkbox"/> 1	!Andale! Preaching to Latino young adults online: A homiletic form of friendship and accompaniment	De Leon, Eddie	Aquinas Institute of Theology
<input type="checkbox"/> 2	!En esta casa se habla espanol! The role of language ideology and life choices in language maintenance and language shift across three generations of a Cuban American family in the United States	Garcia, Dania Lopez	Stanford University
<input type="checkbox"/> 3	!animales! civility, modernity, and constructions of identity in argentine soccer, 1955--1970	Sibaja, Rwany	George Mason University History
<input type="checkbox"/> 4	(1) Hydrocortisone permeation study using a synthetic membrane, a mouse skin and an Epiderm(TM) cultured skin, (2) Preparation of orally disintegrating tablet of melatonin and acetaminophen, (3) Pharmacokinetics of terbinafine in penguins	Le, Hang Thi	Oregon State University
<input type="checkbox"/> 5	(4+2) cycloisomerization reactions: Achiral and asymmetric catalysis using Rh(I) bisphosphine complexes	Hoge, Garrett Stewart, II	Washington University in St. Louis
<input type="checkbox"/> 6	(At) play in the postcolony	Ralph, Michael	The University of Chicago
<input type="checkbox"/> 7	(Be)Longing and Resisting: A Narrative Excavation of Critical Ontogeny	Burdick, Jake	Arizona State University Curriculum and Instruction

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SEARCH



瀏覽

主題
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主題

可依畢業學校、主
題瀏覽論文

依主題

全部
Agriculture 農業
Architecture 建築學
Area, Ethnic, and Gender Studies 區域・民族與性別研究
Behavioral Science 行為科學
Biological Sciences 生物科學
Business 商學
Communications and information sciences 通訊與資訊科技
Communications and the Arts 傳播與藝術
Earth and Environmental Sciences 地球科學及環境科學
Ecosystem Sciences 生態系統科學

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檢索歷史

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檢索歷史

[AND整合檢索策略](#)[OR整合檢索策略](#)[清空歷史](#)

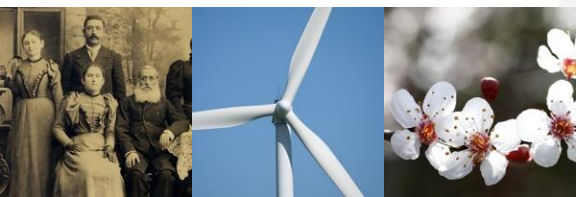
檢索策略

項目	檢索策略	聯盟年份	結果筆數	執行
<input type="checkbox"/> 1	Asperger syndrome	2001,2002,2003,2004,2005,2006,2007,2008,2009,2010,2011,2012,2013,2014,	23	瀏覽結果 二次檢索 刪除策略
<input type="checkbox"/> 2	(Asperger) and (syndrome)	2001,2002,2003,2004,2005,2006,2007,2008,2009,2010,2011,2012,2013,2014,	49	瀏覽結果 二次檢索 刪除策略

PQDT V.S DDC

資源名稱	PQDT	DDC
資料類型	摘要(部分有前24頁全文)	全文
收錄數量	400萬筆+	24萬篇+
平台	ProQuest平台，可直接連結至DDC平台瀏覽全文	DDC平台

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