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Sharing Behavior of Brand Crisis Information on Social Media Changzheng Yang, 2022-01-19 This book adopted 66 brand crisis events as research samples taking place from 2010 to 2016 on social media (Chinese Weibo), performs research on influence mechanism of brand-crisis information-sharing behavior on social media from contextual perspective. The book explores into the fluctuation characteristics of information-sharing behavior, the contextual influence factors, both the static and dynamic mechanism of information-sharing behavior, and regulation measures of crisis information sharing behavior. The important features of the book are reflected in accurate analysis of the autocorrelation, trend characteristics, periodic characteristics and cluster characteristics of the fluctuation of crisis information sharing behavior, and deep exploration of dynamic mechanism and static mechanism of the time lag

characteristics, impulsive disturbance, and marginal influence of the impact of information sharing behavior from perspective of situational factors. The book mainly focuses on the field of brand crisis management, and construct the formation and evolution mechanism of brand crisis information sharing behavior from both vertical and horizontal dimensions through a combination of theoretical exposition and case analysis, so that readers can get a clear understanding of brand crisis information communication and management through dimension reduction. The book can be used as a textbook for undergraduates and postgraduates in economics and management in colleges and universities, can also be a reference for business managers, scientific researchers and others interested in the field of crisis management.

Metro Newspaper Journalists in China Zhaoxi (Josie) Liu, 2016-08-25 This book explores how journalists at local metro papers in a south-western China metropolis give meaning to their work and how these meanings are shaped by the specific social environment within which these journalists operate. These metro papers provide the bulk of daily news to the general public in China, yet are often understudied compared to the country's party news outlets. Informed by fieldwork in four metro newspapers, the book puts forward a grounded theory for exploring journalists' occupational culture: the aspiration-frustration-reconciliation framework.

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 boots, sees the dead man
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