Social interactions for economic value? A marketing perspective
Vock, M.

Citation for published version (APA):

General rights
It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations
If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: http://uba.uva.nl/en/contact, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.
Bibliography


and Voluntary Sector Quarterly, 29(1), Supplement, 69-97.


comScore report (February 2011), “Europe Digital Year in Review 2010,”


Sharp, J.A. (2009), *Clickstart: design and launch an online social networking business in a week*, Entrepreneur Media Inc.


Traditional Marketing: Findings from an Internet Social Networking Site,” *Journal of Marketing*, 73, September, 80-102.


Wolfe, R.A. and Putler, D.S. (2002), “How tight are the ties that bind stakeholder groups?,”
*Organization Science*, 13(1), 64-80.

Ingroup: The Interplay of Entitativity and Identification,” *European Review of Social
Psychology*, 11, 257-295.