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Brand content diffusion on Social Networking Sites: Exploring the triadic relationship between the brand, the individual, and the community

Trostli de Araújo Costa, T.B.

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BRAND CONTENT DIFFUSION ON SNSs

BRAND CONTENT DIFFUSION ON SOCIAL NETWORKING SITES

Exploring the triadic relationship between the brand, the individual, and the community

THEO ARAUJO

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Brand Content Diffusion on Social Networking Sites

Exploring the triadic relationship between the brand, the individual, and the community

Theo Araujo
University of Amsterdam

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the individual, and the community

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Amsterdam School of Communication Research (ASCoR)
Nieuwe Achtergracht 166
1018WV Amsterdam
Contact: theoaraujo@gmail.com

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Brand Content Diffusion on Social Networking Sites: Exploring the triadic relationship between the brand, the individual, and the community

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ter verkrijging van de graad van doctor

aan de Universiteit van Amsterdam

op gezag van de Rector Magnificus

prof. dr. D.C. van den Boom

ten overstaan van een door het College voor Promoties ingestelde commissie,

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To Sonia, Sebastião and Alexandre