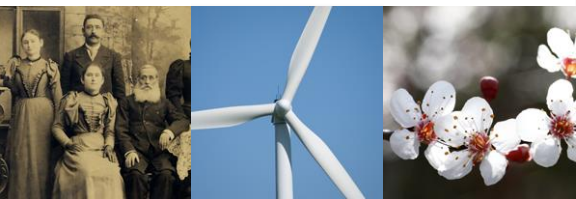


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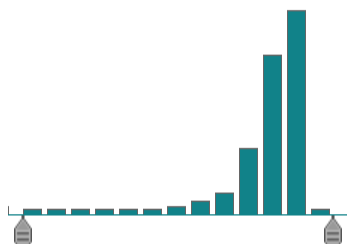
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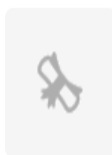
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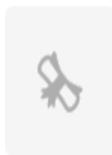
Wu, Fei.Jinan University (People's Republic of China), ProQuest Dissertations Publishing, 2009. 10419634.

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

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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.

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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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Companies used to focus on product quality and service. Now, the focus has shifted to customers' experience. Word of Mouth (eWOM). Therefore, in brand marketing, it has become a strategic importance. The objective of this study is to explore the role of social CRM in brand marketing. The study aims to help companies to system

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...turnover rates for health care workers in long term care. High turnover rates affect the quality of care...

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..., and 20 registered nurses. The researcher found that this sample of **long term care** nursing staff did...
...Direct health **care** workers such as registered nurses, licensed practical nurses, and nursing...
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學科：[0569 Nursing 護理學](#)
典藏單位：[4181 The Hong Kong Polytechnic University 香港理工大學](#) @ 2016

☐ **Contingent Workers in Long-Term Care**
³ by Jopson, Andrew, Master's, [University of Washington](#), 2017, 42 Pages, 10602097
...occurring in fast-growing, low-wage supportive health occupations in **long-term care** such as, home...

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AGING AND LONG-TERM CARE

A THESIS

Presented to the Department of Social Work

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- [Essays on long-term care and aging](#)
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- [The aging population and long-term care: A phenomenological study](#)
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University of Phoenix (2016)
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The purpose of this curriculum is to educate social workers, nurses, and caregivers about the biopsychosocial needs of the elderly. This curriculum includes a literature review of the biopsychosocial issues that affect the elderly, the different levels of care that are available, and information about hospice and palliative care. Also, this curriculum includes facilitator guidelines and trainer instructions for individuals who plan on educating others about the biopsychosocial issues that affect the elderly population.

作者 Hoenig, Gretchen R

學位 M.S.W.

大學/機構 California State University, Long Beach

發表年份 2005

論文頁數 86

論文編號 1429237

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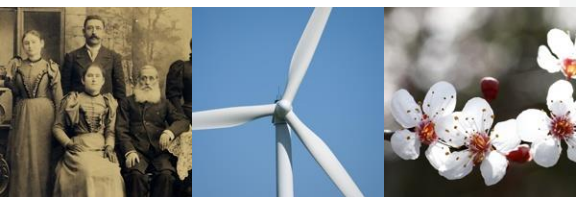


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