



The Customer Advocate and The Customer Saboteur: Linking Social Word-of-Mouth, Brand Impression, and Stakeholder Behavior

Michael W. Lowenstein

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Over the past decade, the concept, and effective execution, of off-line and online social (and business-related) informal peer-to-peer communication has become extremely important to marketers as, increasingly, business-to-consumer (B2C) and business-to-business (B2B) customers have shown distrust, disinterest, and disdain for most supplier messages conveyed through traditional media. The Customer Advocate and the Customer Saboteur offers a comprehensive overview and sets of actionable insights into this new world of customer-led communication and behavioral influence: How we got here How objective, original, credible, authentic and effective brand, product, or service word-of-mouth programs can be initiated and scaled How contemporary and actionable measures can be applied to assess strategic and tactical customer experience and relationship effectiveness Why advocacy is the ultimate customer loyalty behavior goal How to identify drivers of, and minimize, customer sabotage How employee behavior links to customer advocacy behavior How social word-of-mouth is addressed differently around the world How the core concept of advocacy can be expected to morph going forward through more proactive marketing and leveraging of customer behavior

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