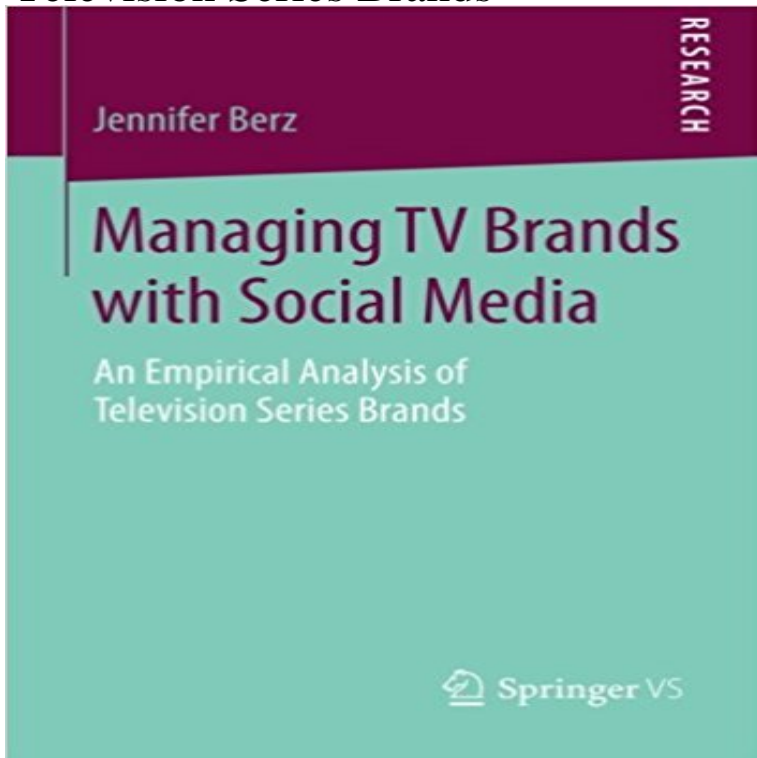


Managing TV Brands with Social Media: An Empirical Analysis of Television Series Brands



Jennifer Berz explores the employment of social media tools for brand management purposes with regard to serialised television brands. Drawing upon an extensive literature review of the research fields of media brand management, television branding, as well as social media and relevant neighbouring fields of study, the author develops a model that investigates relationships between social media, television and brand related constructs. Social media strategies are found to have a positive impact on users loyalty towards serialised television brands and their relationships with these brands.

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