

Answers from Academics to WOM's Toughest Questions

Recommended Reading from our Academics

Recent Papers by our Panelists

Berger, Jonah and Katy Milkman (2009), "Social Transmission and Viral Culture"
<http://marketing.wharton.upenn.edu/documents/research/Virality.pdf>

Keiningham, Timothy L., **Lerzan Aksoy**, Bruce Coolil and Tor Wallin Andreassen (2008),
"Linking Customer Loyalty to Growth," *MIT Sloan Management Review*, Vol. 49, Iss. 4; p. 51.

Carl, Walter, "What's All The Buzz About?: Everyday Communication and the Relational Basis of Word-of-Mouth and Buzz Marketing Practices". *Management Communication Quarterly*, Vol. 19, No. 4, 601-634 (2006). Review and link to article at <http://tinyurl.com/whatsallthebuzzabout>

Barak Libai, Eitan Muller and Renana Peres, The Social Value of Word-of-Mouth Programs: Acceleration versus Acquisition, working paper, Tel Aviv University.
<http://www.complexmarkets.com/files/SocialEquityNovember2009h.pdf>

Recommended by our Panelists

Lerzan Aksoy Recommends:

Villanueva, Julian, Shinjin Yoo, and Dominique M. Hanssens (2008), "The Impact of Marketing-Induced Versus Word-of-Mouth Customer Acquisition on Customer Equity Growth," *Journal of Marketing Research*, 45 (1), 48.

Kumar, V., J. Andrew Petersen and Robert P. Leone (2007), "How Valuable Is Word of Mouth?" *Harvard Business Review*, 85 (10), 139-46.

Trusov, Michael, Randolph E Bucklin and Koen Pauwels (2009), "Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site," *Journal of Marketing*, Vol. 73, no. 5, 90.

Van den Bulte, Christophe, and Stefan Wuyts (2007), *Social Networks and Marketing*, Cambridge, MA: Marketing Science Institute.

Jonah Berger Recommends:

Watts, Duncan J. (2009) "Challenging the Influentials Hypothesis." WOMMA Measuring Word of Mouth. 3. 207.

Trusov, Michael, Randolph E Bucklin, Koen Pauwels (2009), "Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site," *Journal of Marketing*, 73, 90-102.

Godes, D., and, Mayzlin D. (2004) Using Online Conversations to Study Word of Mouth Communication. *Marketing Science* 23 (4): 545-560.

Walter Carl Recommends:

Godes, David and Dina Mayzlin, "Firm-Created Word-of-Mouth Communication: Evidence from a Field Test," *Marketing Science*, volume 28, issue 4 (July/August), pp. 721-39. Pre-press version of article publicly available at <http://tinyurl.com/FirmCreatedWOM>

Measuring customer satisfaction and loyalty: Improving the 'Net-Promoter' Score. Daniel Schneider. Matt Berent. Randall Thomas. Jon Krosnick. Download article at <http://tinyurl.com/improvingNPS>

Viral marketing for the real world. Duncan Watts, Jonah Peretti, and Michael Fruman. . Visit <http://tinyurl.com/bigseedmarketing> for a review on my blog and link to this paper***

Barak Libai Recommends:

Trusov, Michael, Randolph E. Bucklin, and Koen H. Pauwels. 2009. Effects of word of mouth versus traditional marketing: Findings from an internet social networking Site. *Journal of Marketing* 73(5): 90–102.

Goldenberg, Jacob, Sangman Han, Donald R. Lehmann, and Jae Weon Hong. 2009. The role of hubs in the adoption process. *Journal of Marketing* 73(2): 1–13.

Godes, David, and Dina Mayzlin. 2009. Firm-created word of mouth communication: A field-based quasi-experiment. *Marketing Science* 28(4): 721–739.