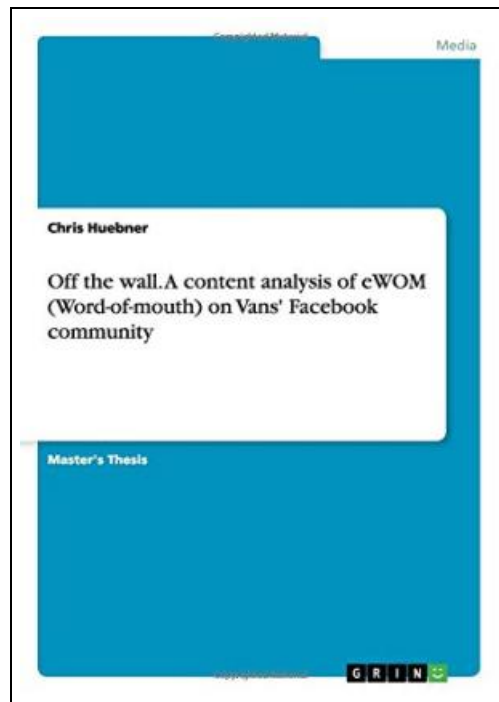


Off the wall. A content analysis of eWOM (Word-of-mouth) on Vans' Facebook community



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Reviews

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(Malcolm Block)

OFF THE WALL. A CONTENT ANALYSIS OF EWOM (WORD-OF-MOUTH) ON VANS' FACEBOOK COMMUNITY

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