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Severin Dennhardt

User-Generated Content and its Impact on Branding

How Users and Communities Create
and Manage Brands in Social Media



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Innsbruck, Austria

Dissertation University of Innsbruck, 2012

ISBN 978-3-658-02349-2

ISBN 978-3-658-02350-8 (eBook)

DOI 10.1007/978-3-658-02350-8

The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available in the Internet at <http://dnb.d-nb.de>.

Library of Congress Control Number: 2013949475

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To my mother

Acknowledgements

*Research is to see what everybody else has seen,
and to think what nobody else has thought.*

Albert Szent-Gyorgyi

This thesis wouldn't have come to existence without the help and support of a lot of people. I would like to thank those here who contributed to the realization of this work.

I would like to thank my supervisor Univ.-Prof. Dr. Kurt Matzler for the opportunity to realize this dissertation project within the Department of Strategic Management and for his continuous support and valuable suggestions during the course of this work.

Special thanks go to Dr. Johann Füller and Dr. Thomas Kohler. They have introduced me to the world of research and provided me with outstanding guidance through the various stages of this dissertation. They always had time for my numerous questions and gave constructive feedback to all the drafts I send them. They also provided technical and operational assistance for the execution of my research projects. Hereby, I would also like to express my thanks to the Hyve AG in Munich for the invaluable support with the execution of one study.

I am also grateful for the support and help of the whole team at the Department of Strategic Management. I could always approach them with whatever questions I had and talking to them gave me a lot of valuable insights into research topics. During the last one and a half years they provided a true "research home" for me.

I am also deeply indebted to my family. Without their support, I wouldn't have been able to pursue the goal of a dissertation. They have always inspired and encouraged me to go my way. A special thank goes to my mother who always supported me with whatever plans I had. Special thanks also go to Albina, coping with me through the ups and downs of such a dissertation project.

Last, I would like to thank my employer McKinsey. If it wasn't for the *Fellow Programme*, I probably would have never considered tackling this project and would have missed many valuable experiences associated with it.

Severin Dennhardt