

## **SOCIAL MEDIA MARKETING FOR BRAND REPUTATION MANAGEMENT: ISSUES, TRENDS AND OPPORTUNITIES**

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### **ABSTRACT**

The emergence of IT led to the rise of the social media marketing. Social media marketing is the new field in the marketing for brand reputation management and influencing the consumer decision making process. Growing number of social networking medias have attracted the marketers to determine the consumers needs and providing products accordingly.

**KEYWORDS:** Social Media Marketing, Brand Reputation Management.

**JEL:** M30

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