



Corporate Branding in Facebook Fan Pages: Ideas for Improving Your Brand Value

Eliane Pereira Zamith Brito, Maria Carolina Zanette

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In *Corporate Branding in Facebook Fan Pages: Ideas for Improving Your Brand Value*, the authors show how companies can improve their brand value by fostering their online corporate reputation. Communication actions on Facebook fan pages are an important tool on the road to reputation. Considering that reputation is essentially the long-term image of a brand, the book suggests strategies for improving this image in the short term by nurturing engagement with consumers. Word of mouth (WOM) is an important tool for creating and replicating the image of a trustworthy company, and these repeated images can result in a solid reputation or increased brand value. Also addressed is how company's strategies influence this process, and how online communication benefits from the integration of the manager's vision with communication policies.

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