

The Influentials

People Who Influence People

by Gabriel Weimann
with a Foreword by Elihu Katz

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The Influentials People Who Influence People Suny Series Human Communication

RJ Alexander



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The Influentials Gabriel Weimann, 1994-09-30 Although opinion leadership has been the subject of numerous studies in areas ranging from politics to fashion and in many societies and cultures *The Influentials* represents the first systematic analysis of the concept It offers a multidisciplinary presentation of the definitions typologies methods and findings of opinion leadership from its early formulation through the emergence of the first empirical evidence to the most recent research Weimann examines opinion leadership and personal influence in a number of areas including marketing public opinion and elections education fashion science agriculture and health care He also examines the growing criticism of the model based on theoretical and empirical weaknesses of the original concept and evaluates for the first time modifications that have emerged including a new measure the PS Scale and its testing and application The final chapters for the first time link opinion leadership with the important theoretical and research tradition of agenda setting

Digital Influencers e Social Media

Michael César Silva, Glayder Daywerth Pereira Guimarães, Caio César do Nascimento Barbosa, 2024-04-07 Como se entende do exposto explicam os autores em suas considerações finais que há uma nova organização do mercado de consumo digital pautado em novos arranjos contratuais desenvolvimento do comércio eletrônico veiculação de publicidade digital em especial com a utilização massiva de marketing de influência emprego da inteligência artificial tratamento de dados pessoais dos consumidores criação de perfis digitais de consumo e bens digitais ofertados no mercado de consumo Os digital influencers atuam nas redes sociais pelo contato direto e pessoal com o público criando uma relação de proximidade por meio da utilização de meios informais especialmente mediante a produção de conteúdo em segmentos específicos com regularidade e credibilidade alcançando engajamento e alto grau de influência sobre o comportamento de seus seguidores e que por conseguinte se utilizam dessa relação de confiança para obtenção de remuneração direta ou indireta pela realização de atividade publicitária em seus diversos formatos nas plataformas digitais Com efeito observa Francesco Galgano *Lex mercatoria* p 239 250 que nesta sociedade a tecnologia industrial substituída pela técnica contratual pois em muitos setores o contrato se substituiu própria lei no papel de organização da sociedade civil Esta tende a se auto organizar através de técnicas financeiras Com isso a tutela do interesse geral se transforma em um componente do lucro e qualquer proteção ao consumidor se justifica unicamente para o incremento das vendas A nova *lex mercatoria* consiste em um direito criado por empreendedores sem a mediação do Poder Legislativo do Estado A leitura dessa fascinante obra permitiu-me não apenas acrescer conhecimento por compreender a dramática mudança tecnológica como um convite para refletirmos sobre quem somos e como vemos o mundo Quanto mais pensamos sobre como aproveitar a revolução tecnológica mais analisamos a nós mesmos e os modelos sociais subjacentes que são incorporados e permitidos por essas tecnologias E mais oportunidades teremos para moldar a revolução de uma forma que melhore o estado do mundo Que o leitor possa apreciar da melhor forma o livro *Digital Influencers e Social Media* de Michael César Silva Glayder Daywerth Pereira Guimarães e Caio César do Nascimento Barbosa Parabéns à Editora Foco por trazer ao p

blico um material de tamanha relevância e atualidade Trecho do prefácio de Nelson Rosenvald Subject Guide to Books in Print, 1991 Forthcoming Books Rose Army, 1997 Jahresbibliographie Massenkommunikation, 1994 **Los Angeles Magazine**, 2003-11 Los Angeles magazine is a regional magazine of national stature Our combination of award winning feature writing investigative reporting service journalism and design covers the people lifestyle culture entertainment fashion art and architecture and news that define Southern California Started in the spring of 1961 Los Angeles magazine has been addressing the needs and interests of our region for 48 years The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian **Night-time and Sleep in Asia and the West** Lodewijk Brunt, Brigitte Steger, 2004-06-01 Ideas and practices concerning sleep and night time are constantly changing and widely varied in different cultures and societies What we do during the day and night is the result of much political struggle Trade unions political parties entrepreneurs leaders and schools boards all have an interest in questions of timing for the opening and closing of shops the starting hours of schools and factories and the number of hours people have to work and sleep By drawing together comparative case studies from countries in both Asia and Europe Night time and Sleep in Asia and the West allows the reader to track the differences in the cultural importance given to the night and to compare the ways in which the challenges and opportunities of modernity have been played out in the East and the West **T.P.'s Weekly**, 1910 The Advocate, 2001-08-14 The Advocate is a lesbian gay bisexual transgender LGBT monthly newsmagazine Established in 1967 it is the oldest continuing LGBT publication in the United States Journal of United Labor Knights of Labor, 1893 **The Million**, 1884 The Resistant Writer Charles Paine, 1999-01-01 A cultural history of the origins of composition studies that sheds new light on contemporary debates regarding the role of rhetoric in student transformation Los Angeles Magazine, 2003-11 Los Angeles magazine is a regional magazine of national stature Our combination of award winning feature writing investigative reporting service journalism and design covers the people lifestyle culture entertainment fashion art and architecture and news that define Southern California Started in the spring of 1961 Los Angeles magazine has been addressing the needs and interests of our region for 48 years The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian *The Weekly record of the temperance movement [afterw.] The Weekly record. [Continued as] The Temperance record* National temperance league, 1873 *Bulletin of the Atomic Scientists*, 1954-03 The Bulletin of the Atomic Scientists is the premier public resource on scientific and technological developments that impact global security Founded by Manhattan Project Scientists the Bulletin's iconic Doomsday Clock stimulates solutions for a safer world **Portland Transcript**, 1854 *Cincinnati Magazine*, 2001-08 Cincinnati Magazine taps into the DNA of the city exploring shopping dining living and culture and giving readers a ringside seat on the issues shaping the region **The New-York Mirror**, 1839 *Bulletin of the Atomic Scientists*, 1970-06 The Bulletin of the Atomic Scientists is the premier

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