

The Influentials

**People
Who
Influence
People**

**by Gabriel Weimann
with a Foreword by Elihu Katz**

The Influentials Suny Series In Human Communication Process People Who Influence People

Gabriel Weimann



The Influentials Suny Series In Human Communication Process People Who Influence People:

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

The Influentials; People who Influence People Gabriel Weimann, 1994

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 sob 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 autoorganizar 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 Guimar es e Caio C sar do Nascimento Barbosa Parab ns a Editora Foco por trazer ao p blico um material de tamanha relev ncia e atualidade Trecho do pref cio de Nelson Rosenvald **Subject Guide to Books in Print** ,1991

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