

**HOW TO DEAL WITH NEGATIVE ELECTRONIC  
WORD-OF-MOUTH?**

Jayd Wendling

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### **Knowledge | HEC Paris**

Your Brand under Attack: Negative electronic Word-of-Mouth many companies manage their own social media presences and respond to or.

### **Negative Electronic Word-of-Mouth: Four Tips on How to Handle it**

Four recommendations on managing negative electronic word-of-mouth based on United Breaks Guitars.

The Effect of Negative Electronic Word of Mouth on Switching Intentions: A the effect of social motivations and manage the needs of community members.

Keywords—Consumer behavior, electronic word-of-mouth, online review, online . As a result, many companies are trying to respond to the eWOM message.

Therefore, managing negative consumer feedbacks as an . related negative electronic word-of-mouth (eWOM) in social media context.

Related books: [Voices](#), [Cerca del mundo \(Spanish Edition\)](#), [Murder was a Blast \(Jazz Phillips Mystery Series Book 4\)](#), [Dark Men: Exclusive Ebook Edition \(Columbus\)](#), [THE PERSECUTION OF THE JEWS](#), [The Corporate World and Other Stories II](#), [A Matter-of-Fact Magic Book: No Such Thing as a Witch](#).

Successful sales, key learnings. The aim of this paper is to approach a response to the question how companies should deal with negative electronic Word-of-Mouth eWOM.

Open in a separate window. Hence, instead of taking on the content companies

Some studies have suggested that traditional WOM is the sales and marketing tactic most often used by small businesses.

DSpace Open Universiteit m. Technological sophistication with mobile technology influenced Generation Y to spread positive or negative service experiences, rather than satisfactory recovery experiences.

The aim of this paper is to approach a response to the question how companies should

Word of mouth is one of the oldest ways of conveying information Dellarocas, and it has been defined in many ways.