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Examining the Performance of Brand-Extended Thematic-Content: The Divergent Impact of Avid- and Skim-Reader Groups

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Highlights:

- Brand-extended thematic-content creates mutual benefits for readers and the brand
- Skim reading on social media provides only limited and more fragile brand response
- Reading frequency is central in affecting brand response for avid engagers
- Enjoyable content may support avid reading over functional content

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