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Evaluating the Impact of Social Media Activities on Human Brand Sales

Alok R. Saboo, V. Kumar, Girish Ramani

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## ACCEPTED MANUSCRIPT

# **Evaluating the Impact of Social Media Activities on Human Brand Sales**

Alok R. Saboo

V. Kumar

Girish Ramani

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Alok R. Saboo is Assistant Professor in the Department of Marketing, J. Mack Robinson College of Business, Georgia State University, Atlanta, GA (email: asaboo@gsu.edu). V. Kumar (VK) is the Regents' Professor, Chang Jiang Scholar - Huazhong University of Science and Technology, Richard and Susan Lenny Distinguished Chair, & Professor of Marketing, and Executive Director, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University, Atlanta, GA (email: vk@gsu.edu). Girish Ramani is Assistant Professor of Marketing, Drexel University, LeBow College of Business, Philadelphia, PA (email: gramani@drexel.edu). We thank Next Big Sound for providing social media data. We acknowledge feedback on this research from Denish Shah, Nita Umashankar, and Zhao Yi. Finally, we thank Renu for copyediting this manuscript.

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