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Like the ad or the brand? Marketing stimulates different electronic word-of-mouth content to drive online and offline performance

Koen Pauwels, Zeynep Aksehirli, Andrew Lackman

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## **ACCEPTED MANUSCRIPT**

# Like the ad or the brand? Marketing stimulates different electronic word-of-mouth content to drive online and offline performance

Koen Pauwels<sup>1</sup>
Zeynep Aksehirli
Ozyegin University

Andrew Lackman
Data Scientist, Facebook

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<sup>&</sup>lt;sup>1</sup> Email: koen.pauwels@ozyegin.edu.tr

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