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The modeling and analysis of the word-of-mouth marketing

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Highlights of PHYSA-17575

- The SIPNS model capturing the WOM marketing processes is established.
- The SIPNS model is shown to admit a unique equilibrium.
- The impact of different factors on the equilibrium of the model is illuminated.
- Experiments suggest that the equilibrium is much likely to be globally attracting.
- The influence of different factors on the expected overall profit is ascertained.

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