Contents

2 Unleashing growth with stakeholder-centric perspectives   51

ANA CRUZ, ALEKSEJ HEINZE AND MILANKA SLAVOVA

14 Orchestrating social media optimisation   274

ALEX FENTON, WASIM AHMED AND MAXWELL KIMAMO

15 Demystifying paid advertising 291

ELENA VITKAUSKAITĖ AND DIDIER MAYEUR

16 Curating on-the-go experience 309

MICHAEL EBIA, ALEKSEJ HEINZE AND GORDON FLETCHER