



# Internet Mercenaries and Viral Marketing: The Case of Chinese Social Media

*Mei Wu*

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## **Internet Mercenaries and Viral Marketing: The Case of Chinese Social Media** Mei Wu

Social media and emerging internet technologies have expanded the ideas of marketing approaches. In particular, the phenomenon of the internet in China challenges the common perception of new media environments.

**Internet Mercenaries and Viral Marketing: The Case of Chinese Social Media** presents case studies, textual analysis, media reviews, and in-depth interviews in order to investigate the Chinese pushing hand operation from the conceptual perspective of communications and viral marketing. This book is significant to researchers, marketers, and advocates interested in the persuasive influence of social networks.

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