

Our world in words : the business implications of word use in online conversations

Citation for published version (APA):

Ludwig, S. (2012). *Our world in words : the business implications of word use in online conversations*. Prost Druck GmbH.

Document status and date:

Published: 01/01/2012

Document Version:

Publisher's PDF, also known as Version of record

Please check the document version of this publication:

- A submitted manuscript is the version of the article upon submission and before peer-review. There can be important differences between the submitted version and the official published version of record. People interested in the research are advised to contact the author for the final version of the publication, or visit the DOI to the publisher's website.
- The final author version and the galley proof are versions of the publication after peer review.
- The final published version features the final layout of the paper including the volume, issue and page numbers.

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Our World in Words

*THE BUSINESS IMPLICATIONS OF WORD USE IN ONLINE
CONVERSATIONS*

van

Stephan Ludwig

1. Since a “build it and they will come” mentality is destined to fail, community managers are well advised to ascertain themselves of the social glue between their members. If groups write alike they are likely to stay alive, if writing styles diverge participation is likely to disperse (chapter 2 of this dissertation).
2. Every state is developed over time. To fully grasp what is, you need to consider how it came about (chapter 2 of this dissertation).
3. Converting online visitors into customers not only depends on the quality of your product and its overall star-rating, but also on the degree of recommendation in the text-based customer reviews (chapter 3 of this dissertation).
4. Not all customer reviews are created equal, their relative impact depends not only on what is being written but also how it is being written (chapter 3 of this dissertation).
5. Marketing theory without marketing practice is a waste of time; marketing practice without marketing theory is short lived.
6. The successful marketer of the 21century will be an expert at two things, listening carefully and building customer advocacy.
7. Thanks to the rise and spread of customer conversations online, companies which can be destroyed by the truth will be.
8. Be wary, not only of what you write, but also how you write, for each and every word you use provides a glimpse to your soul, revealing your intentions, attitudes and personality.
9. If you fail to achieve a correct answer, it is futile to protest that you acted with propriety.
10. Don't take life too serious. You'll never get out of it alive.
11. On average it takes 4 years, that is approx. 1.200 days (excl. holidays), or 60.000 hours to complete a PhD dissertation and ca. half a day to write the Stellingen. Yet, the broad majority of readers will read the Stellingen, not the dissertation.