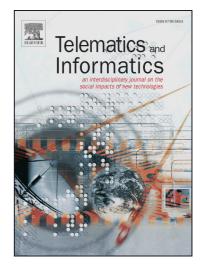
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Trust in Open Versus Closed Social Media: the Relative Influence of User- and Marketer-Generated Content in Social Network Services on Customer Trust

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TRUST IN OPEN VERSUS CLOSED SOCIAL MEDIA: THE RELATIVE INFLUENCE OF USER- AND MARKETER-GENERATED CONTENT IN SOCIAL NETWORK SERVICES ON CUSTOMER TRUST

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