

國立政治大學國際傳播英語碩士學程
International Master's Program in
International Communication Studies
College of Communication
National Chengchi University

碩士論文

Master's Thesis

以關係行銷觀點探討部落客與部落格讀者間的互動
The Study on Interactions between Bloggers and Blog
Readers – A Perspective from Relationship Marketing

學生：王湘婷

Student: Hsiang-ting Wang

指導教授：賴建都

Advisor: Chien-tu Lai

中華民國 98 年 7 月

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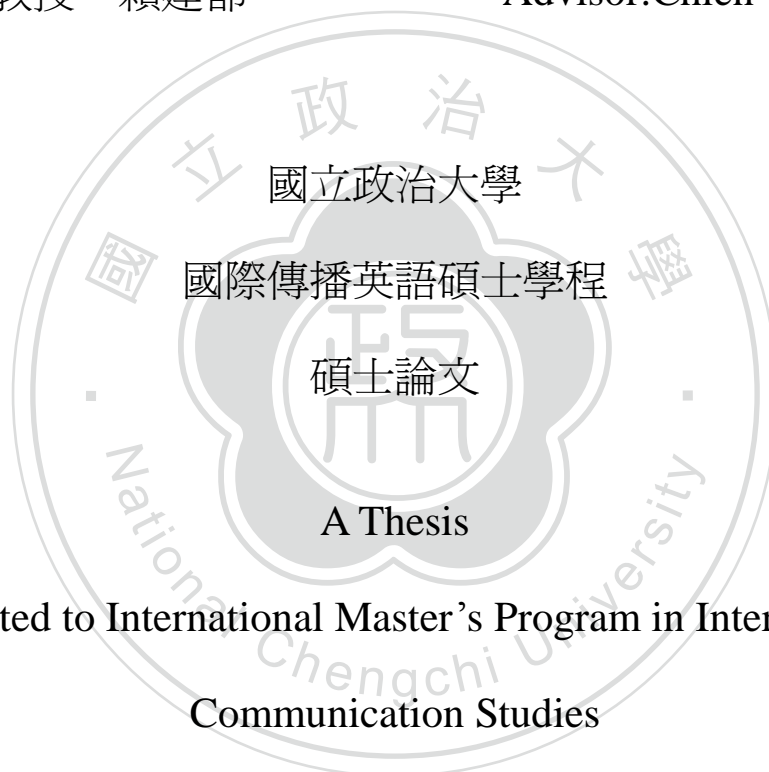
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Submitted to International Master's Program in International
Communication Studies

National Chengchi University

In partial fulfillment of the Requirement

For the degree of Master in International Communication Studies

中華民國 98 年 7 月

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A Master Thesis



by
Hsiang-ting Wang
July 26, 2009