

CUD Digital Repository

The full text of this work is not available in the CUD Digital Repository due to publisher restrictions. It can be accessed only through the publisher's website.

Title (Article)	Online Branding in the Healthcare Industry: A Quantitative Analysis on How the World's Best Smart Hospitals Promote their Brands through Mobile Apps
Author(s)	Aguerreberere, Pablo Medina Medina, Eva Pacanowski, Toni Gonzalez
Journal Title	<i>Estudos em Comunicacao</i>
Citation	Medina Aguerreberere, P., Medina, E., & González-Pacanowski, A. (2023). Online Branding in the Healthcare Industry: A Quantitative Analysis on How the World's Best Smart Hospitals Promote their Brands through Mobile Apps. <i>Estudos em Comunicacao</i> , 2(37), 131 - 151. DOI: 10.25768/1646 - 4974n37v2a08
Link to Publisher Website	https://ojs.labcom-ifp.ubi.pt/ec/article/view/1231/994
Link to CUD Digital Repository	https://repository.cud.ac.ae/items/d504953f-902f-4c84-b313-24c9a6012858
Date added to CUD Digital Repository	April 17, 2024
Copyright	© 2023 Universidade da Beira Interior. All rights reserved.