

CUD Digital Repository

The full text of this article is not available in the CUD Digital Repository due to publisher restrictions.

HOW TO GET A COPY OF THIS ARTICLE:

CUD Students, Faculty, and Staff may obtain a copy of this article through this [link](#).

| | |
|--------------------------------------|---|
| Title (Conference Paper) | Branding hospitals on social media through health professionals: Towards a communication model |
| Author(s) | Aguerrebere, Pablo Medina |
| Conference Proceedings | <i>Communication and Medicine</i> |
| Citation | Aguerrebere, P. M. (2019). Branding hospitals on social media through health professionals: Towards a communication model. <i>Communication and Medicine</i> , 16(3), 238–250. https://doi.org/10.1558/cam.38819 |
| Link to Publisher Website | https://doi.org/10.1558/cam.38819 |
| Link to CUD Digital Repository | CUD Digital Repository |
| Date added to CUD Digital Repository | March 24, 2021 |
| Copyright | © 2020 Equinox Publishing Ltd. |