

WEB COMMUNITIES IN DEVELOPMENT OF THE BUSINESS ENTERPRISE

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Abstract: The world today has created a new different economic knowledge because as technology, innovation and information has become the engine for sustainable economic welfare and increasing competitiveness. [Badea Bolcas and all, 2009]. The value of each company is determined by what customers are willing to pay to buy its products or services. The customer's opinions are important, not only for the marketing function and for the loyalty of customers but also to avoid any bad reputation. A message can damage enterprise reputation and credibility of its management. In the market there are many example of customers' co-producer. [Consoli and all, 2008].

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