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Social Communication in Advertising. Leiss, W., Kline, S., Jhally, S., Botterill, J., Asquith, K. (2018). Social Communication in Advertising.

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New York: Routledge, <https://doi.org/10.4324/9781315106021>. Newly updated for the digital era, this classic textbook provides a comprehensive historical study of advertising and its function within contemporary society by tracing advertising's influence throughout different media and cultural periods, from early magazines through to social media.

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The Sociology of Consumption - ThoughtCo

Increase in advertising spending on social media shows preference of marketers in social media against traditional media as a marketing communication tool. The growing popularity of internet business such as google and social networking sites (SNS) like Facebook have

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Social Media In Marketing Communication - UK Essays

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Review of Social Communication in Advertising: consumption ...

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Social Communication In Advertising: 9780415966764: Media ...

Social communication in advertising : persons, products & images of well-being / William Leiss, Stephen Kline, Sut Jhally. HF 5827 L43 1997
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