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Leiss, W., Kline, S., Jhally, S., Botterill,
J., Asquith, K. (2018). Social
Communication in Advertising. 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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cultures. This can lead to better understanding and communication between cultures.

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The Sociology of Consumption - ThoughtCo

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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 increased the use of social media in advertising.

Social Media In Marketing

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Advertising reach and frequency : maximizing advertising results through effective frequency / Colin McDonald.

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