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(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

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of the history of advertising, with
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advertising in the digital marketplace. The book is rich with examples, references key critical debates in the

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From the sociological perspective, consumption is central to daily life, identity, and social order in contemporary societies in ways

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ethical issues related to consumer
behavior.

The Sociology of Consumption -
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Increase in advertising spending
on social media shows preference
of marketers in social media

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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.

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3rd edition, Leiss, W., Kline, S.,

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Advertising : persons, products &
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Leiss, Stephen Kline, Sut Jhally.

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