



Handbook of Research on Effective Advertising Strategies in the Social Media Age

Nurdan Öncel Takran

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Social media pervades peoples awareness and everyday lives while also influencing societal and cultural patterns. In response to the social media age, advertising agents are creating new strategies that best suit changing consumer relationships.

The **Handbook of Research on Effective Advertising Strategies in the Social Media Age** focuses on the radically evolving field of advertising within the new media environment. Covering new strategies, structural transformation of media, and changing advertising ethics, this book is a timely publication for policymakers, government officials, academicians, researchers, and school practitioners interested in furthering their research exposure and analyzing the rapidly evolving advertising sector and its reflection on social media.

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