

Social Media: The New Hybrid Element of the Promotion Mix



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*Social Media: What
is it?*

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As described in the article, social media is a form of media that "describes a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues" (Blackshaw & Nazzaro, 2004 p. 2).



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