References & Recommended Reading List

Marshall, Perry and Keith Krance (2017) *Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes 3rd Edition*

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Sitrick, Michael (2018) *Spin Faster: Saving Your Reputation in the Age of Social Media*

Tuten, Tracey and Michael Solomon (2018) *Social Media Marketing 3rd Edition*