

Media Today, 6th Edition

Recommended Readings

Chapter 4: Financing and Shaping the Media: Advertising, Public Relations, and Marketing Communications

- I'm Being Followed: How Google—and 104 Other Companies—Are Tracking Me on the Web
<http://www.theatlantic.com/technology/archive/2012/02/im-being-followed-how-google-151-and-104-other-companies-151-are-tracking-me-on-the-web/253758/>
- The Digital Video Advertising Market
<http://www.journalism.org/2014/03/26/the-digital-video-advertising-market/>
- Digital: Top Five Companies in Digital Advertising
<http://www.journalism.org/chart/digital-top-five-companies-in-digital-advertising-2/>
- The Six Simple Principles of Viral Marketing
<http://www.practicalecommerce.com/articles/100366-viral-principles>
- Interactive Content Can Save Content Marketing From The Dark Side
<http://techcrunch.com/2014/12/24/interactive-content-can-save-content-marketing-from-the-dark-side/>
- Interactive Marketing: Target Your Customers In Real Time To Increase Sales
<http://www.forbes.com/sites/larrymyler/2015/10/14/interactive-marketing-target-your-customers-in-real-time-to-increase-sales/#789d9f0d4657>