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Original Articles

Is this for me? How Consumers Respond to Personalized Advertising on Social Network Sites

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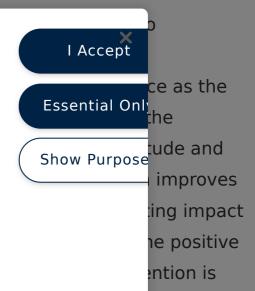
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ACKNOWLEDGMENTS

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Related Research Data

Planning and Conducting Experimental Advertising Research and Questionnaire Design

Source: Informa UK Limited

Gender Differences in Privacy-Related Measures for Young Adult Facebook Users

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Interaction Effects of Perceived Sponsor Motives and Facebook Credibility on

Willingness to Visit Social Cause Facebook Page

Source: Informa UK Limited

Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social

Networking Site

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'Hello, Mrs. Sarah Jones! We recommend this product!' Consumers' perceptions about

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Source: Wiley

Targeted advertising as a signal

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A new mobile data driven message strategy called synced advertising:

Conceptualization, implications, and future directions

Source: Informa UK Limited

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Putting one-to-one marketing to work: Personalization, customization, and choice

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It Is All in the Name: A Study of Consumers' Responses to Personalized Communication

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Source: Informa UK Limited

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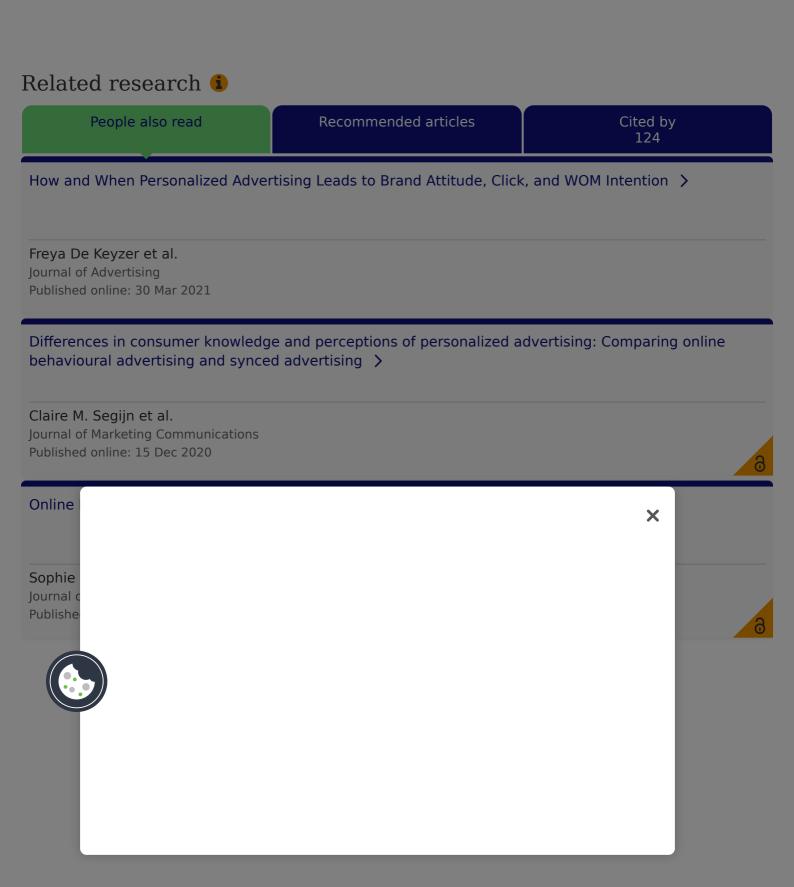
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Content Strategies for Digital Consumer Engagement in Social Networks: Why

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