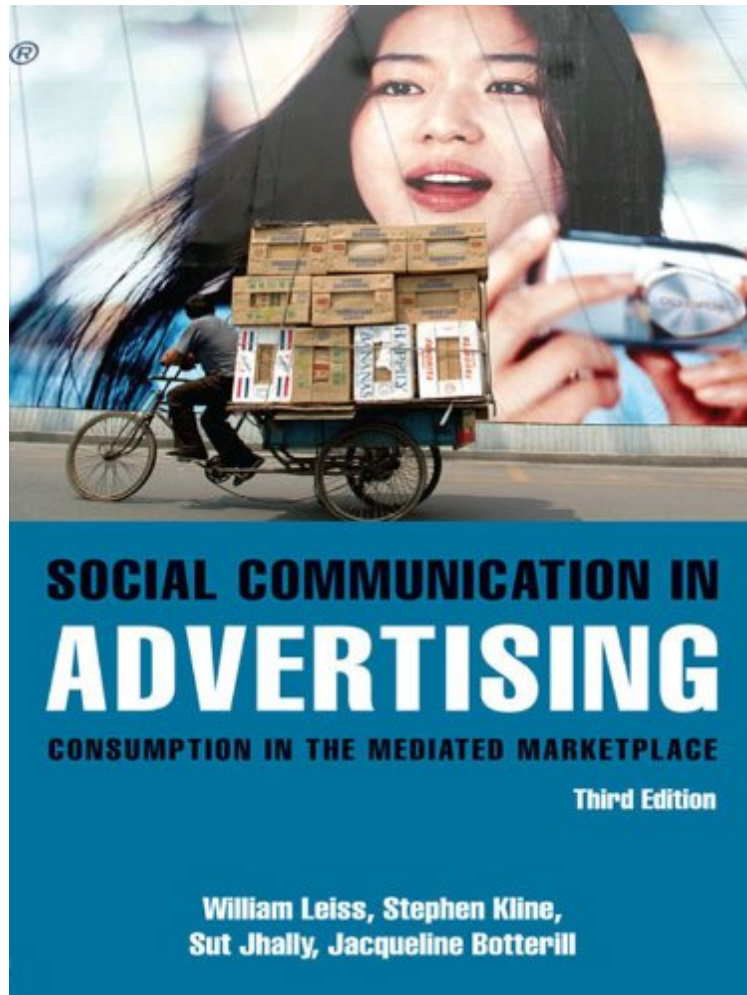


Social Communication in Advertising: Consumption in the Mediated Marketplace

William Leiss, Stephen Kline, Sut Jhally, Jackie Botterill
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