



Literature for BUSO38, Business Administration: Digital Marketing applies from autumn semester 2019

**Literature established by The Board of the Department of Business
Administration on 2019-04-14 to apply from 2019-04-14**

Course book:

Dijk, J. v. *The network society*. (3., [revised] ed.).

ISBN: 9781446248959

Selected references

Leitch, S. and Merlot, E. (2018) Power relations within brand management: the challenge of social media, *Journal of Brand management*, 25: 85-92.

Holm H.J. and Samahita, M. (2018), "Curating social image: Experimental evidence on the value of actions and selfies", *Journal of Economic Behavior and Organization* 148, 83–104