



WESTMINSTER  
eFORUM

# Digital marketing: innovation, convergence and regulation

## 31<sup>st</sup> October 2013

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## About this Publication

This publication reflects proceedings at the Westminster eForum Forum Keynote Seminar: Digital marketing: innovation, convergence and regulation held on 31<sup>st</sup> October 2013. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

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