



WESTMINSTER
MEDIA FORUM

Native advertising and social influencer marketing - measurement, regulation and impact on brands 21st September 2017

Warning: this publication contains strong language

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About this Publication

This publication reflects proceedings at the Westminster Media Forum Keynote Seminar: Native advertising and social influencer marketing - measurement, regulation and impact on brands held on 21st September 2017. 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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