

STATUS UPDATE

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STATUS UPDATE

CELEBRITY, PUBLICITY,
AND BRANDING IN
THE SOCIAL MEDIA AGE

ALICE E. MARWICK

Yale
UNIVERSITY PRESS
New Haven & London

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Set in Caslon Pro and Whitney types by Westchester Book Group.
Printed in the United States of America.

Library of Congress Cataloging-in-Publication Data

Marwick, Alice Emily.

Status update : celebrity, publicity, and branding in the social media age / Alice E. Marwick.

pages cm

Includes bibliographical references and index.

ISBN 978-0-300-17672-8 (cloth : alkaline paper)

1. Web 2.0. 2. Social media. 3. Social status.
4. Celebrities. 5. Publicity. 6. Branding (Marketing)

I. Title.

TK5105.88817.M36 2013

305.5'2—dc23

2013017042

A catalogue record for this book is available from the British Library.

This paper meets the requirements of ANSI/NISO Z39.48-1992
(Permanence of Paper).

10 9 8 7 6 5 4 3 2 1

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