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## **Tutorial 1a – Social Media Marketing**

1. List and explain the 7 new rules of internet marketing (i.e. the changes that the Internet has brought to marketing).
2. What are the advantages of E-business from both the Seller's and the Buyer's point of views?
3. What is social media marketing and how does it compare against traditional marketing?
4. How can social networks achieve more compared to conventional marketing and advertising? Give some examples.

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