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## IMPACT OF FACEBOOK USAGE ON STUDENTS ACADEMIC PERFORMANCE



GRIN Verlag Gmbh Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 211x151x8 mm. Neuware - Thesis (M.A.) from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , language: English, abstract: Today Facebook is considered as one of the most popular platforms for online social networking among youth, and - as many researches show university students. The purpose of this study is to assess the impact of social networking sites i.e. Facebook on...

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