CHAPTER 1

6. See Nail, “The 4 Types of Engagement.”


17. Ibid.


26. Ibid.

27. Ibid.


CHAPTER 2


5. Greenberg, “Coke Comes Clean.”

6. Ibid.


CHAPTER 3


6. Ibid.


23. Fox Interactive Media, Never Ending Friending.


CHAPTER 4


18. Ibid.
26. PR Newswire, “MTV Networks Virtual Laguna Beach.”

CHAPTER 5


15. Williamson, “Kids and Teens.”


**CHAPTER 6**


**CHAPTER 7**


CHAPTER 8

2. Watts, *Six Degrees*.
7. Ibid.
9. Alex Burmaster, “Consumers Trust Others’ Opinions More Than Ads,” *New Media Age* 10 (December 6, 2007).
11. Eisenberg, “How to Use Customer Reviews.”

CHAPTER 9


10. Kiley, “Advertising Of, By, and For the People.”


16. Ibid.


18. Ibid.


### CHAPTER 10


31. Loechner, “Advergaming.”


34. Story, “Toyota’s Latest Commercial Is Not on TV.”


**CHAPTER 11**


