

webinar topic, which we hope you'll h we hope y . ¢ #

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Webinar E

There are a number of journals, reports and editorials accessible from the [content hub](#), which can be found in the content hub. Some of the resources listed below are exclusively for CIM members only, which are indicated with a red \* next to the title. CIM members will need to sign in their MyCIM portal, select the relevant webtile (EBSCO, Emerald Publishing, Ebook Central or Bookshop) and leave the MyCIM window open in the background.

- \*Grigoryan, N. (2019) Ethics of a Social Marketing Campaign: An Integrative Assessment Model. *Journal of Media Ethics*, Vol 34(2), p114-127
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- \*Weimer, D. (2020) When Are Nudges Desirable? Benefit Validity When Preferences Are Not Consistently Revealed. *Public Administration Review*, Vol 80(1), p118-126
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