

Review of: "Marketing Strategy Of "Tilik" Short Film Analyzed By Social Network"

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Potential competing interests: No potential competing interests to declare.

The article deals with an interesting subject of a certain marketing or, more broadly, social phenomenon. Issues related to viral marketing are discussed. In the introduction, I would suggest expanding the cultural and social background. The review of the literature requires expansion. Interesting recommendations were made. With a better review of the literature, they would be more substantiated.

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