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Links

- 1) <https://www.trinityp3.com/2012/06/12-innovative-media-options-you-may-not-see-proposed-by-your-media-agency/>
- 2) <http://www.mediascope.com.au/niche-alternative-emerging-media-advertising>
- 3) <http://www.imrbint.com/downloads/research-papers/Karnad.pdf>
- 4) http://www.indianmba.com/Faculty_Column/FC351/fc351.html
- 5) <https://www.slideshare.net/bkiprin/emerging-media-trends>