Record Nr. UNINA9910563157903321 Autore **Bang Tor** Titolo Innholdsmarkedsføring [[electronic resource]]: konsept, forretningsmodeller, juss, etikk og praksis / / Jens Barland (red.), Tor Bang, Arne Krokan, Monica Viken Cappelen Damm Akademisk/NOASP (Nordic Open Access Scholarly Pubbl/distr/stampa Publishing), 2016 Oslo, Norway:,: Cappelen Damm Akademisk/NOASP (Nordic Open Access Scholarly Publication), , 2016 ©2016 1 online resource (248 pages): 1 illustration (colour); digital, PDF file(s) Descrizione fisica Soggetti Marketing - Moral and ethical aspects - Norway Marketing - Law and legislation Mass media - Marketing Digital communications - Law and legislation Digital communications - Moral and ethical aspects Lingua di pubblicazione Norvegese **Formato** Materiale a stampa Livello bibliografico Monografia Nota di bibliografia Includes bibliographical references. Sommario/riassunto This book describes the concept of content marketing in a Norwegian context. Its subtitle, meaning "concept, business models, legal aspects,

context. Its subtitle, meaning "concept, business models, legal aspects, ethics and practice", is comprised of key words for each chapter. The concept chapter includes trends and historical roots, as well as a discussion of the definition of 'content marketing'. The book is concerned about the practice of content marketing in a context where media are digitalized, and how digitalization is linked to changes in business models for the media. However, content marketing practices are challenging the legal framework as well as ethical restrictions in several ways. One example is freedom of expression concerning commercial content. Another is the debate on content marketing as native advertisements in editorial products, and the risk of mixing such commercial content with journalism. This book is the first to be

published on this topic in the Norwegian language based on scientific research and including many examples from Norwegian practices.