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## The Role of Affiliate Marketing in the Digital Economy

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**Abstract:** Affiliate marketing has emerged as a significant component of the digital economy, transforming how businesses and consumers interact online. This paper examines the mechanisms of affiliate marketing, its advantages and challenges, and its impact on various sectors. By analysing case studies and current trends, we highlight the growing importance of affiliate marketing in driving sales, enhancing brand visibility, and fostering innovation within the digital landscape.

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