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MULTICHANNEL MARKETING ECOSYSTEMS: CREATING CONNECTED CUSTOMER EXPERIENCES (PAPERBACK)



Kogan Page Ltd, United Kingdom, 2013. Paperback. Condition: New. Language: English . Brand New Book. With dramatic changes in consumer behaviour - from online shopping to the influence of social media - marketers are finding it harder than ever to coordinate, prioritize and integrate the latest interactive channels into their overall brand-building strategy. Despite hard evidence showing the importance of digital marketing, the emphasis often remains on traditional media, with the most common social media channels being used without centralized...

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