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DIGITAL AND SOCIAL MEDIA MARKETING: A RESULTS-DRIVEN APPROACH (PAPERBACK)



Taylor Francis Ltd, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book. Digital and Social Media Marketing: A Results-Driven Approach is an exciting new industry-led, research-informed and results-driven guide to digital commerce. Its examples draw from SMEs and from Europe to offer a unique perspective for those learning about digital marketing and, having been developed in close collaboration with the Search Engine Marketing Trade Association (SEMTA), it is a reliable source of prevailing industry standards for practitioners...

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