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DIGITAL IMPACT: THE TWO SECRETS TO ONLINE MARKETING SUCCESS



John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Digital Impact: The Two Secrets to Online Marketing Success, Vipin Mayar, Geoff Ramsey, Win online by attracting the right customers and getting the right performance measurement Digital Impact answers the critical questions marketers have about connecting with and influencing consumers online. Written in an easy-to-read, approachable format, this helpful guide presents provocative content along with practical, commonsense methods that can be followed by any businessperson at companies of all...

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- Authored by Vipin Mayar, Geoff Ramsey
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