



Creating Marketing Magic and Innovative Future Marketing Trends [Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference /

Stieler, Maximilian.,
ed. lit

Springer International Publishing :
Imprint: Springer,
2017

Business Internet marketing Customer relations- Leadership Call
centers Business and Management Customer Relationship Management
Online Marketing/Social Media Business Strategy/Leadership Call Center
/Customer Service

Monografía

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMTkyODk4NjQ>

Título: Creating Marketing Magic and Innovative Future Marketing Trends [Recurso electrónico] Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference edited by Maximilian Stieler

Editorial: Cham Springer International Publishing Imprint: Springer 2017

Descripción física: XLI, 1514 p. 47 il., 30 il. col

Mención de serie: Developments in Marketing Science: Proceedings of the Academy of Marketing Science 2363-6165

Detalles del sistema: Modo de acceso: world wide web

Fuente de adquisición directa: Springer (e-Books)

ISBN: 9783319455969 9783319455952

Autores: Stieler, Maximilian., ed. lit

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es