



Built in social [essential social marketing practices for every small business /

Korhan, Jeff (1957-)

Wiley, 2013

Social marketing Small business

Monografía

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Título: Built in social [Recurso electrónico] essential social marketing practices for every small business Jeff Korhan

Editorial: Hoboken Wiley 2013

Descripción física: viii, 216 p. ill

Mención de serie: E-Libro

Nota general: Includes index

Contenido: Preface -- Introduction -- Attraction : your essential content marketing strategy -- How the social web works -- Designing your business around social -- Every business is now a media company -- Engagement : social networking and marketing -- Communities are the new markets

Detalles del sistema: Modo de acceso: World Wide Web

Fuente de adquisición directa: E-Libro

ISBN: 9781118529744 hbk.) 9781118631898 e-book)

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