



Content to commerce [engaging consumers across paid, owned, and earned channels /

Savar, Avi (1973-)

Wiley, 2013

[Social marketing](#) [Internet marketing](#)

Monografía

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Título: Content to commerce [Recurso electrónico] engaging consumers across paid, owned, and earned channels
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Contenido: About this book -- Cast of characters -- Foreword -- Preface -- Acknowledgments -- Introduction -- Notes -- Brand as network -- Beyond publishing -- Social media is an octopus -- Social is a complex system -- The brand network -- Epilogue -- The question

Detalles del sistema: Modo de acceso: World Wide Web

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