



## 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  
Avi Savar

**Editorial:** Hoboken Wiley 2013

**Descripción física:** xlvii, 242 p. ill. (some col.)

**Mención de serie:** E-Libro

**Bibliografía:** Includes bibliographical references and index

**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

**Fuente de adquisición directa:** E-Libro

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