



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

ISBN: 9781118480182 (cloth) 9781118660614 (e-book)

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