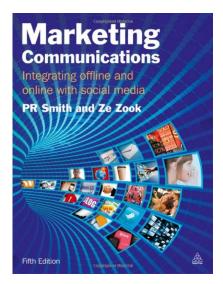
Marketing Communications: Integrating Offline and Online with Social Media PDF



by PR Smith : $\boldsymbol{Marketing\ Communications:\ Integrating}$

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Description:

PDF-b6bd9 | The fifth edition of this best-selling text has been significantly updated to include the new communication tools now available to marketing professionals. Heralding the emergence of social media as a marketing revolution, the book integrates offline tools with online tools and, of course, social media. This book opens up new opportunities for marketers to raise their game, and ultimately deliver ... *Marketing Communications: Integrating Offline and Online with Social Media*





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