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CONNECTED MARKETING: THE VIRAL, BUZZ AND WORD OF MOUTH REVOLUTION (PAPERBACK)



Taylor Francis Ltd, United Kingdom, 2005. Paperback. Condition: New. Repr.. Language: English . Brand New Book ***** Print on Demand *****.Connected Marketing is a business book about the state of the art in viral, buzz and word-of-mouth marketing. Written by 17 experts working at the cutting edge of viral, buzz and word-of-mouth marketing, Connected Marketing introduces the range of scalable, predictable and measurable solutions for driving business growth by stimulating positive brand talk between clients, customers and consumers. Edited by...

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- Authored by -
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Reviews

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