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# MANAGER'S GUIDE TO ONLINE MARKETING



McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Manager's Guide to Online Marketing, Jason Weaver, This is a comprehensive crash course for mastering today's most important marketing platform. Online marketing has evolved far beyond just websites and banner ads. Your business' credibility now rests on the ability not to just embrace digital platforms but to coordinate a broad spectrum of media in every campaign. Manager's Guide to Online Marketing explains how to do this and more by planning...

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- Authored by Jason Weaver
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