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Diplomica Verlag, 2013. Taschenbuch. Book Condition: Neu. Neu Neuware; original eingeschweisst; Rechnung mit MwSt.; new item, still sealed; - This study focuses on business-to-consumer (B2C) emarketing in the publishing industry. Random House CEO Dohle suggested a transition from B2B marketing to B2C marketing and Shatzkin, CEO of The Idea Logical Company, added this transition would be a good way to strengthen brands in publishing, and attract loyal individual consumers. Publishers are already making varying use of the internet and social...

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- Authored by Kim Maya Sutton
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