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THE BEST DIGITAL MARKETING CAMPAIGNS IN THE WORLD II: MASTERING THE ART OF CUSTOMER ENGAGEMENT



Kogan Page Ltd. Paperback. Condition: new. BRAND NEW, The Best Digital Marketing Campaigns in the World II: Mastering the Art of Customer Engagement, Damian Ryan, Calvin Jones, In the second collection of The Best Digital Marketing Campaigns in the World, bestselling author Damian Ryan presents an international showcase of the most successful digital marketing campaigns in recent history. Full of behind-the-scenes insights into campaign strategy, implementation and results, it explores how businesses and agencies large and small have harnessed social...

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