

Book Receipt

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Book Name: Influencer Marketing: Who Really Influences Your Customers?

Author: Nancy Duarte

Book Publisher: Harper Collins

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Receipt Summary

Item	Description	Qty	Price	Total
Influencer Marketing: Who Really Influences Your Customers?	Influencer Marketing is the most important new approach to marketing in a decade for those professionals at the leading edge of purchasing decision making. It shows that key decision makers in all major markets operate within communities of influencers- because major decisions are too complex and risky to taken in isolation.	1	19700	₹ 19700
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