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SOCIAL IMC: SOCIAL STRATEGIES WITH BOTTOM-LINE ROI



Createspace Independent Publishing Platform, United States, 2014. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.There are many books out there on the theories behind the use of social media and mobile applications in marketing-but this is not one of them. Social IMC does not present broad theories; it provides strategies based on proven business models that have produced real-world results. Each strategy has been taught, tested, and developed by...

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- Authored by Randy Hlavac
- Released at 2014



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