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By ZHANG ZHI AN CAO YAN HUI

paperback. Book Condition: New. Language:Chinese.Pub Date: 2014-12-01 Pages: 352 Publisher: Guangdong Nanfang Daily Press. Chief microblogging letter Practical Handbook around government microblogging micro-channel operators. the article mainly discussed the function and value of government micro-Bo. positioning strategy. management operating mechanism. the preparation strategy. marketing strategy. interactive strategy. public opinion management. assessment and incentives. Part II focuses on the government micro-channel ope.

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