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DIGITAL MARKETING: INTEGRATING STRATEGY AND TACTICS WITH VALUES, A GUIDEBOOK FOR EXECUTIVES, MANAGERS AND STUDENTS



Taylor Francis Ltd, United Kingdom, 2014. Paperback. Book Condition: New. 239 x 198 mm. Language: English . Brand New Book. Digital Marketing: Integrating Strategy and Tactics with Values is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage....

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