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Super Star Press, United States, 2012. Paperback. Book Condition: New. 213 x 137 mm. Language: English . Brand New Book ***** Print on Demand *****. Social media is changing the way people think about marketing. It s much more than pushing out the same content through new channels. The biggest shift is that communications is now bi-directional; you can (and must) listen to your customers rather than just talking to (at) them. But, with so many social media channels and new...

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