

Firebrands: Building Brand Loyalty In The Internet Age - , Moon

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This book explains digital branding and how to implement it in the current marketplace. Words: advertising internet, in the internet, in the moon, internet it, it internet Author: Millison Author: Moon Publisher: McGraw-Hill Illustration: N Language: ENG Title: Firebrands: Building Brand Loyalty in the Internet Age Pages: 00320 (MicrosoftReader.lit) / 00320 (Encrypted PDF) On Sale: 2001-05-30 SKU-13/ISBN: 9780072124491 Lib Category: Internet marketing Lib Category: Brand choice Category: Business & Economics : Marketing - General Category: Computers : Electronic Commerce Category: Business & Economics : Advertising & Promotion

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