

# Cyberbranding: Brand Building In The Digital Economy - Deidre Breakenridge

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The first complete framework for integrating offline and online marketing! "Every business today needs to brand itself on the Web; they have seen the writing on the wall. Adapt or evaporate. For those who want to turn their brand investment into tangible words: building online, on the wall, online building  
Author: Breakenridge, Deidre Publisher: Cisco Press Illustration: N Language: ENG Title: Cyberbranding: Brand Building in the Digital Economy Pages: 00368 (Encrypted PDF) On Sale: 2003-07-02 SKU-13/ISBN: 9780130897107 Category: Business & Economics : E-Commerce - General

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