Universitas Indonesia Library >> eBooks

Developing Digital Marketing: Relationship Perspectives

Deskripsi Lengkap: https://lib.ui.ac.id/detail?id=9999920580664&lokasi=lokal

Abstrak

Developing Digital Marketing: Relationship Perspectives provides a holistic perspective about the role of digital marketing in the global economy, helping readers to understand the shift from traditional marketing to more novel and innovative forms.