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Judul:

The social customer : how brands can use social CRM to acquire, monetize, and retain fans, friends, and followers

Pengarang/Penulis:

Metz, Adam, 1991-, author

Subjek:

Customer relations -- Management; Branding (Marketing)

Nomor Panggil:

658.812 MET s

Penerbitan:

McGraw-Hill

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