

Judul:

The secrets of word-of-mouth marketing : how to trigger exponential sales through runaway word of mouth

Pengarang/Penulis:

Silverman, George, author

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Word-of-mouth advertising; Marketing

Nomor Panggil:

[658.8 SIL s (1), 658.8 SIL s (2)]

Penerbitan:

Amacom

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