

Judul:

Branding unbound: the future of advertising, sales, and the brand experience in the wireless age

Pengarang/Penulis:

Mathieson, Rick, author

Subjek:

Mobile commerce; Product management; Business & economics -- Marketing -- Telemarketing; Business & economics -- Marketing -- Multilevel; Business & economics -- Mail order; Business & economics -- Marketing -- Direct; Business & economics -- E-commerce -- Internet marketing

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Penerbitan:

American Management Association

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