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THE POWER OF REAL-TIME SOCIAL MEDIA MARKETING: HOW TO ATTRACT AND RETAIN CUSTOMERS AND GROW THE BOTTOM LINE IN THE GLOBALLY CONNECTED WORLD



McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World, Teri Thompson, Beverly Macy, This title offers today's hottest trends for on-the-spot marketing! "A must read for media and marketers." (Alan Cohen, CEO, OMD USA). "What do fish tacos, data storage, and disaster relief all have in common? Each has harnessed the power of marketing that amplifies..."

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- Authored by Teri Thompson, Beverly Macy
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