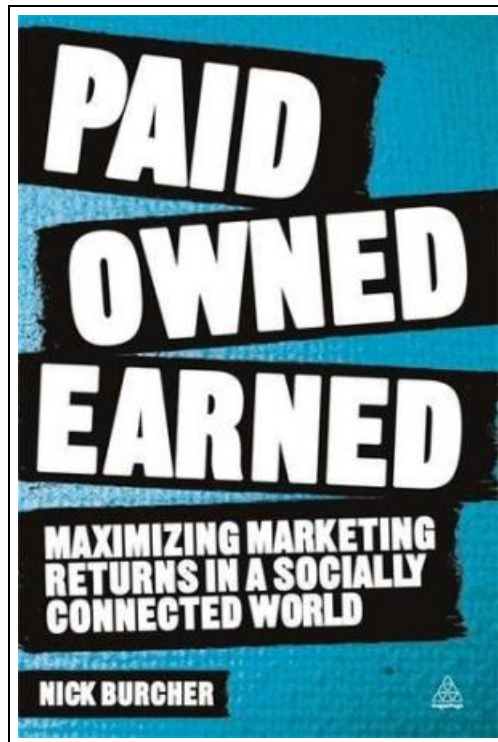


Paid, Owned, Earned: Maximising Marketing Returns in a Socially Connected World



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Reviews

It is a single of my personal favorite ebook. I am quite late in start reading this one, but better then never. Your life span will likely be enhance once you total reading this article publication.
(Russ Mueller)

PAID, OWNED, EARNED: MAXIMISING MARKETING RETURNS IN A SOCIALLY CONNECTED WORLD



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Kogan Page Ltd. Paperback. Condition: New. 296 pages. Dimensions: 9.0in. x 6.0in. x 0.8in. The complexity of media that now sees multiple channels accessed through multiple devices has created major challenges for today's marketing and advertising professionals. Consumer time is split between TVs, laptops, iPads, X-Boxes and smartphones, with traditional media, websites, videos, social networks and apps all competing for attention, meaning it's difficult for brands to decide how best to reach and engage their audiences. Paid, Owned, Earned defines the constituents of each area of paid, owned and earned media and shows how they are linked together. It proposes a blueprint for how to think and navigate across this space using a framework made up of key elements such as communities and content, social media optimization, seeding and viral distribution, broadcast mass media, social performance media and measurement. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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