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KELLY MOONEY AND NITA ROLLINS, Ph.D. Pearson Education (US), United States, 2008. Paperback. Book Condition: New. 183 x 152 mm. Language: English . Brand New Book. Many of the best brands today are of geek pedigree, powered by the technologies, traits and trends of the ascendant digital channel. Amidst the decline of mass marketing, push marketing tactics have been superseded by new forms of influence. These include the creating, sharing and influencing behaviors of an online population no longer content merely to consume, and the potent...

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- Authored by Kelly Mooney, Nita Rollins
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