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Createspace, United States, 2013. Paperback. Book Condition: New. 236 x 156 mm. Language: English . Brand New Book ***** Print on Demand *****.Marketers are quick to jump to the what and where of social media marketing, but they are often late on answering why. Why is social media a necessity to your marketing? Why should your consumers care that you are on social media? Why are you investing your budget and time? This book explores the principles and strategies that...

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- Authored by Merlin U Ward
- Released at 2013



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