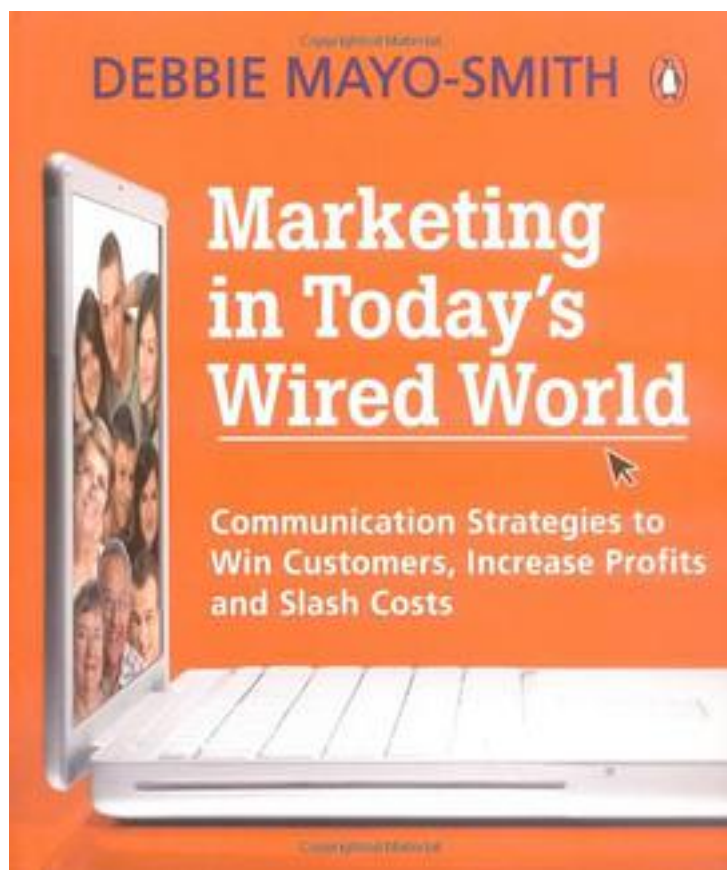


# Marketing in Today's Wired World



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出版者:

出版时间:2008-10

装帧:

isbn:9780143008842

Marketing in Today's Wired World alerts you to the many profitable and clever ways you can use email, txt, video and audio messages to boost revenues, recruit new business, cut costs, improve customer service and leapfrog in front of your competition. You'll receive detailed instructions on how to write, design and send emails, online newsletters and txt messages that get results. Included are tested tricks,

tips, pitfalls, solutions, case studies and examples from New Zealand, Australia and around the world. It's all focused on enhancing and propelling your online communication strategy and success.

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