

# Viral Marketing



[Viral Marketing 下载链接1](#)

著者:Bryce, Michael

出版者:

出版时间:

装帧:

isbn:9783865501745

The book seeks to provide a critical evaluation of viral marketing's potential as a new and possibly crucial dimension in 21st century marketing. It covers essential features of communicational and social behaviour, examines key aspects of viral marketing from the original concept to final implementation and investigates methods of campaign assessment. Consideration is given to the application of viral marketing in a broader corporate communication strategy as well as to some of the pitfalls that may be encountered.

作者介绍:

目录:

[Viral Marketing 下载链接1](#)

标签

市场营销

评论

-----  
[Viral Marketing 下载链接1](#)

书评

-----  
[Viral Marketing 下载链接1](#)