

Librería
Bonilla y Asociados
desde 1950



Título: Principles Of Internet Marketing

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Precio: \$1274.00

Editorial:

Año: 2000

Tema:

Edición: 1ª

Sinopsis

ISBN: 0538875739

This pioneering textbook lays the foundation for using the most exciting marketing medium in decades. It shows what makes the Internet new and different, what techniques work and which don't, and how the Internet is creating value for customers and profits for companies. Most importantly, it shows how Internet Marketing fits into the rest of an organizations marketing strategy.