



Social marketing

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Stratten, Scott,
author

Social marketing-

Electronic books

Monografía

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlOGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMTgwMzYxNTk>

Título: Social marketing [Recurso electrónico] Scott Stratten [and three others]

Descripción física: 1 online resource (655 pages)

Mención de serie: E-Libro

Nota general: Includes index Description based on online resource; title from PDF title page (ebrary, viewed January 7, 2016)

Contenido: UnMarketing -- The Science of Marketing -- Built-in Social: Essential Social Marketing Practices for Every Small Business -- Engagement Marketing

Detalles del sistema: Modo de acceso: World Wide Web

Fuente de adquisición directa: E-Libro

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