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Pearson Education Italia, 2014. Book Condition: new. A cura di A. Ganzaroli, L. Pilotti, A. Tedeschi Toschi. Milano, 2014; br., pp. 356, cm 17,5x24,5. (Economia). La maggioranza delle imprese gestisce il social media marketing come una semplice funzione "aggiuntiva" del marketing tradizionale: un modo più efficiente ed efficace di comunicare e gestire le relazioni con i propri clienti, che quasi per magia divengono dei fan. Questa prospettiva, a nostro modo di vedere, è riduttiva perché disconosce il potenziale di rottura...

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