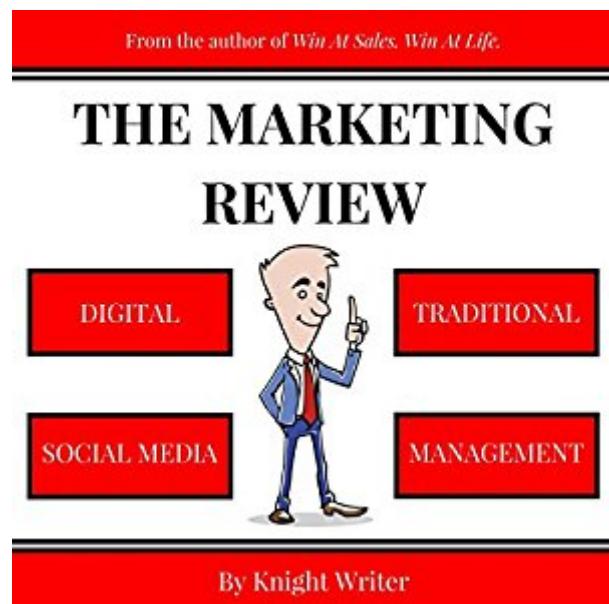


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The Marketing Review: Digital, Social Media, Traditional, & Management Strategy



Synopsis

The Marketing Review discusses the current state of marketing. What works? What doesn't work? How has it changed in a society now continuously connected to the Internet, and what fundamentals still hold as true as ever? The Marketing Review looks at 15 of the most respected books on the subject and summarizes them in a way in which the listener can notice certain patterns and areas of disagreement. Never has a marketing book been written which has provided such a vast and diversified amount of information. By the time you finish this book you will have more knowledge of marketing than most will acquire throughout their entire career.

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