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

From the author of *Win At Sales, Win At Life.*

THE MARKETING REVIEW



By Knight Writer



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 you 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.

Book Information

Audible Audio Edition

Listening Length: 5 hours 5 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Knight Writer

Audible.com Release Date: November 15, 2016

Language: English

ASIN: B01MXJ4991

Best Sellers Rank: #59 in Books > Business & Money > Marketing & Sales > Marketing > Industrial #272 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales

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