



Marketing Doświadczeń: Praktyczny Przewodnik po Interaktywnych Doświadczeniach Markowych

Indeks: 743012 Producent: Kogan Page Kod producenta: 47440589

Cena: 171.65 zł

Opis

Experiential Marketing: A Practical Guide to Interactive Brand Experiences

Producent: Kogan Page

- **temat:** Business innovation, Customer services, Public relations, Sales & marketing, Sales & marketing, BUSINESS & ECONOMICS / Advertising & Promotion, BUSINESS & ECONOMICS / Consumer Behavior, BUSINESS & ECONOMICS / Marketing / General, BUSINESS & ECONOMICS / Public Relations, Business & Economics/Advertising & Promotion, Business & Economics/Consumer Behavior - General, Business & Economics/Marketing - General, Business & Economics/Public Relations, Littérature, Littérature Internationale, ADVERTISING, ANF: Business and Management, Advertising & Promotion, BUSINESS & ECONOMICS, BUSINESS & ECONOMICS / Advertising & Promotion, BUSINESS & ECONOMICS / Consumer Behavior, BUSINESS & ECONOMICS / Marketing / General, BUSINESS & ECONOMICS / Public Relations, Branding, Branding (Marketing), Branding (Marketing)., Branding Marketing, Business, Business & Economics/Advertising & Promotion, Business & Economics/Consumer Behavior - General, Business & Economics/Marketing - General, Business & Economics/Public Relations, Business innovation, Business/Economics, Consumer Behavior, Consumer Behavior - General, Customer services, Do-it-yourself, Economics, General, How-to, How-to/Do-it-yourself, Kundendienst, Littérature, Littérature Internationale, MARKETING +, Management, Management: Innovation, Marketing, Marketing - General, Marketing und Vertrieb, Non-Fiction, Public Relations, Sales & marketing, Sales & marketing, Sales and marketing, Scholarly, Scholarly/Undergraduate, TEXT, Target marketing, Target marketing., Taschenbuch, Taschenbuch / Wirtschaft/Werbung, Marketing, Undergraduate, Verstehen, Werbung, Marketing, Wirtschaft, brand engagement, brand experience, brand management, brand management; brand strategy; brand engagement; brand experience; content marketing, brand strategy, content marketing, Kundendienst, Management: Innovation, Marketing und Vertrieb, Sales and marketing, Taschenbuch / Wirtschaft/Werbung, Marketing
- **wiązący:** paperback
- **język:** english, english, english
- **waga przedmiotu:** 635 grams
- **strony:** 320
- **słowo kluczowe tematu:** brand management; brand strategy; brand engagement; brand experience; content marketing
- **marka:** Kogan Page
- **kod unspsc:** 55101500
- **kod podmiotu:** BUS002000, BUS016000, BUS043000, BUS052000, BUS002000, BUS016000, BUS043000, BUS052000, 2785, KJSU, KJD, KJS, KJS, KJD, KJSU, KJSP, KJS, KJS
- **grupa docelowa:** Professional and scholarly, Tertiary education
- **numer części:** 47440589
- **kolor:** White
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- **autor:** Smilansky, Shirra
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Parametry

Temat	Marketing i sprzedaż
Wydanie	2
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