

Internet Marketing Integrating Online and Offline Strategies



Internet Marketing
INTEGRATING ONLINE & OFFLINE STRATEGIES
Roberts and Zohary • Third Edition

BOOK DETAILS

- Author : Mary Lou Roberts
- Pages : 512 Pages
- Publisher : South-Western College Pub
- Language : English
- ISBN : 1133625908



BOOK SYNOPSIS

INTERNET MARKETING INTEGRATING ONLINE AND OFFLINE

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