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MARKETING IN A WORLD OF DIGITAL SHARING: ARE YOU DROWNING IN SOCIAL MEDIA NOISE AND CHAOS?



Mars Publishing, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Publishers Weekly says Ramnarayan provides a detailed, contemporary primer that illuminates the promise and peril of the brave new world of social media. Ramnarayan herself acknowledges that social media is no panacea-her crisp presentation, with chapter summaries to highlight the main pointers, confirms that companies that choose not to listen to customers stand to lose ground to...

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- Authored by Sujata Ramnarayan Ph D
- Released at 2012



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