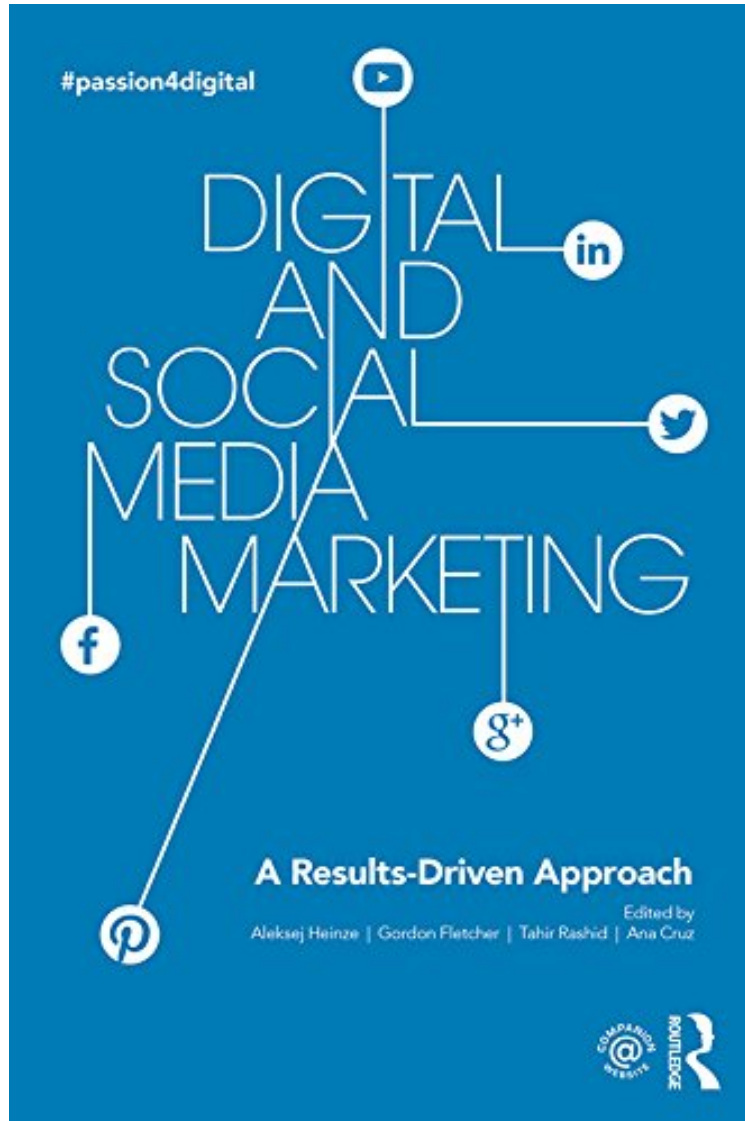


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# Digital and Social Media Marketing: A Results-Driven Approach

*From Routledge*

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Digital and Social Media Marketing: A Results-Driven Approach is an exciting new industry-led, research-informed and results-driven guide to digital commerce. Its examples draw from SMEs and from Europe to offer a unique

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