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ENI, 2015. Paperback. Condition: NEUF. Ce coffret contient deux livres sur le webmarketing : le premier fait un tour d'horizon complet du webmarketing afin d'apprendre à utiliser les nouveaux leviers de communication liés au développement d'Internet et du commerce digital. Le second vous présente les clés pour intégrer efficacement le mobile dans sa stratégie marketing. Webmarketing - Définir, mettre en pratique et optimiser sa stratégie (2ième édition) Comment adapter sa stratégie marketing au web ? Comment améliorer sa e-visibilité ? Comment...

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- Authored by Collectif
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