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BRAND BUILDING in a DIGITAL, SOCIAL + MOBILE AGE

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Createspace, United States, 2013. Paperback. Book Condition: New. 276 x 212 mm. Language: English. Brand New Book ***** Print on Demand *****. What does marketing success look like in a digital, social, mobile (DSM) age ? Marketers and researchers are playing catch-up ball.marketers are trying to catch up to consumers and researchers are struggling to catch up to the real time needs of marketers. Today, researchers still monitor brand KPIs that mostly come from brand tracking which largely follows...

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- Authored by Joel Robinson
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