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Reviews

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(Dr. Julius Goodwin DDS)

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Palgrave MacMillan, United Kingdom, 2014. Hardback. Condition: New. 2014 ed.. Language: English . Brand New Book. Mobile devices are now in the hands of nearly half of the world s population. However, 80 of mobile marketing either doesn t work and has a high abandon rate, or doesn t fit into a brand s overall strategy. Aimed at businesses of all sizes, this practical guide shows owners and marketers how to develop a campaign that gets results.



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