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IMPROVEMENT OF SOCIAL MEDIA COMMUNICATION FOR FASHION BRAND



Book Condition: New. Publisher/Verlag: Scholar's Press | Aiming to increase brand awareness and involvement | Social media is not a new term, not a trend or a new wave of communication. When it comes to business, majority of new start-ups and newly launched brands from the very beginning are based on power of social media. Although some companies still fight social networking era existence and keep investing their resources into traditional marketing means. Therefore this book solves a problem of...

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