

Digital Marketing (BUS020X654A)

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@book{Barefoot, Darren_Szabo, Julie_2010, address={San Francisco, CA}, edition={1st ed}, title={Friends with benefits: a social media marketing handbook (electronic resource)},
url={https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1137533}, publisher={No Starch Press}, author={Barefoot, Darren and Szabo, Julie}, year={2010} }

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@book{Carter, Brian_2011, address={Indianapolis, Ind}, title={The like economy: how businesses make money with Facebook}, publisher={Que}, author={Carter, Brian}, year={2011} }

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@book{Chaffey_Ellis-Chadwick_Chaffey_2012a, address={Harlow}, edition={5th ed}, title={Digital marketing: strategy, implementation and practice}, publisher={Pearson}, author={Chaffey, Dave and Ellis-Chadwick, Fiona and Chaffey, Dave}, year={2012} }

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