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ENGAGEMENT MARKETING: HOW SMALL BUSINESS WINS IN A SOCIALLY CONNECTED WORLD



John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Engagement Marketing: How Small Business Wins in a Socially Connected World, Gail F. Goodman, Eric Groves, A definitive guide to growing your small business through "Engagement Marketing" As a small business owner, you've always relied on word-of-mouth referrals to grow your business. Thanks to social media and its nimble partner, mobile technology it's now easier than ever to turn customers and clients into engaged fans who spread the word...

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