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Community Economic Community + O2O: Reconstruction of the business model and the actual marketing(Chinese Edition)

By TAN XIAN ZHU

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Publisher: China Railway Publishing House This book decrypt Internet marketing community is divided into three:

Community introductory chapter. tools. application papers. marketing actual articles. Not only to explain in detail the concept of community. but also from the rise of the PC Internet and mobile Internet revolution. explained the marketing community development and marketing skills. but also from the QQ. micro-channel. Baid.



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