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GENERATIONAL MARKETING: COMMUNICATION HAS DRAMATICALLY CHANGED (PAPERBACK)



Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The days of being excited and celebrating social media has run its course. Over the past decade plus, social media came into its own as the leading way to communicate for sales, customer service, transactional, spam, and for personal connection. Over the past three years, social media has become less and less effective as a communication tool. Using digital tools today...

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- Authored by Lon Safko
- Released at 2017



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