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ALL THUMBS: MOBILE MARKETING THAT WORKS (HARDBACK)



Palgrave MacMillan, United Kingdom, 2014. Hardback. Condition: New. 2014 ed.. Language: English. Brand New Book. Mobile devices are now in the hands of nearly half of the world's population. However, 80% of mobile marketing either doesn't work and has a high abandonment rate, or doesn't fit into a brand's overall strategy. Aimed at businesses of all sizes, this practical guide shows owners and marketers how to develop a campaign that gets results.

Read PDF All Thumbs: Mobile Marketing that Works (Hardback)

- Authored by M. Kelley
- Released at 2014



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Reviews

I just started out reading this pdf. It is full of wisdom and knowledge. You are going to like just how the blogger publishes this publication.
-- **Lily Gorczany**

A whole new eBook with a new standpoint. Better than never, though I am quite late in starting to read this one. I discovered this publication from my mom and dad advised this publication to discover.
-- **Meredith Hoppe**

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