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# CONVERGENCE MARKETING



Hardback. Book Condition: New. Not Signed; Offering a common language, better processes, and a set of practical tools, Convergence Marketing is a real-world guide that successfully combines the best of brand and direct into something more powerful and effective than either can be on its own. Convergence marketing offers the kind of real-time accountability that positions marketing as a vital and effective component of leadership's overall business strategy. Convergence brings brand and direct together with respect to both disciplines, within...

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- Authored by Richard Rosen
- Released at -



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## Reviews

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