




# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### DigiMarketing : the essential guide to new media & digital marketing

	<b>Author</b>	Wertime,Kent (Author) Fenwick,Ian (Author)
	<b>Responsibility Data</b>	Kent Wertime and Ian Fenwick
	<b>Publication Data</b>	Singapore: John Wiley & Sons, 2008
	<b>Physical Description</b>	xiv, 406 p.
	<b>ISBN</b>	978-0470-822319
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing Social media -- Marketing Strategic planning
	<b>Call Number</b>	658.84 WER

Philadelphia University Library 2011