

The Network Is Your Customer: Five Strategies To Thrive In A Digital Age By David L. Rogers

By David L. Rogers

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Book Overview : The Network Is Your Customer: Five Strategies to Thrive in a Digital Age. by David L. Rogers. January 2011 Yale University Press. With clear analysis

Network Is Your Customer Five Strategies to can use to succeed in the digital age. Marketing expert David Rogers examines how digital To thrive today

5th Book This Year -- "The Network is Your Customer" a Digital Age , is the latest book written by David L. Rogers from 5 Strategies to Thrive in a Digital

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View all of David Rogers of The Network Is Your Customer: 5 Strategies to Thrive At Columbia Business School, David is faculty director of Digital

Jul 14, 2011 David Rogers, author of The Network Is Your Customer and executive director of the Center on Global Brand Leadership at Columbia Business School, stopped

David Rogers book of the same title. The book and the panel discussion planned for this event will examine how digital Is Your Customer: 5 Strategies to

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