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CONVERGE: TRANSFORMING BUSINESS AT THE INTERSECTION OF MARKETING AND TECHNOLOGY



BRILLIANCE AUDIO, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English. Brand New. The leaders of Razorfish share their strategies for merging marketing and IT. To create rich, technologically enabled experiences, enterprises need close collaboration between marketing and IT. Converge explains how the merging of technology, media, and creativity is revolutionizing marketing and business strategy. The CEO and CTO of Razorfish, one of the world s largest digital marketing agencies, give their unique perspective...

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- Authored by Bob Lord, Ray Velez
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