



Secrets of Advertising to Gen Y Consumers (Business / Marketing Series)

Aiden Livingston

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Secrets of Advertising to Gen Y Consumers (Business / Marketing Series) Aiden Livingston

This book explains the new and innovative ways to market products and services to the younger, Gen Y.

This book shows you how to leverage the Internet and social media, and how to become the type of company Gen Y will be loyal to.

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