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TICKLE: DIGITAL MARKETING FOR TECH COMPANIES: HOW TO LAND A BIG FISH USING SOCIAL MEDIA



Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 286 pages. Dimensions: 8.9in. x 6.0in. x 0.9in. Tickle is a guide to digital brand strategy. The book shows companies how to improve their reputation online and to build relationships with important customers. Tickle includes tips and tricks from the fields of public relations, advertising, marketing, sales and customer psychology. The book is based on interviews with successful tech startups and global software companies in London, Auckland, Sydney and...

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- Authored by Peter Thomson
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