

Internet World Guide To One-To-One Web Marketing
By Cliff Allen, Deborah Kania

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Record details. ISBN: 0471251666 (pbk. : alk. paper); Physical Description: xiv, 386 p. : ill. ; 24 cm. Publisher: New York : Wiley Computer Pub., c1998.

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Linstrom and Andersen, Brand Building on the Internet, 222-223. Deborah Kania, and Beth Yaeckel, Internet World: Guide to One-to-One Web Marketing (New

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