

#8



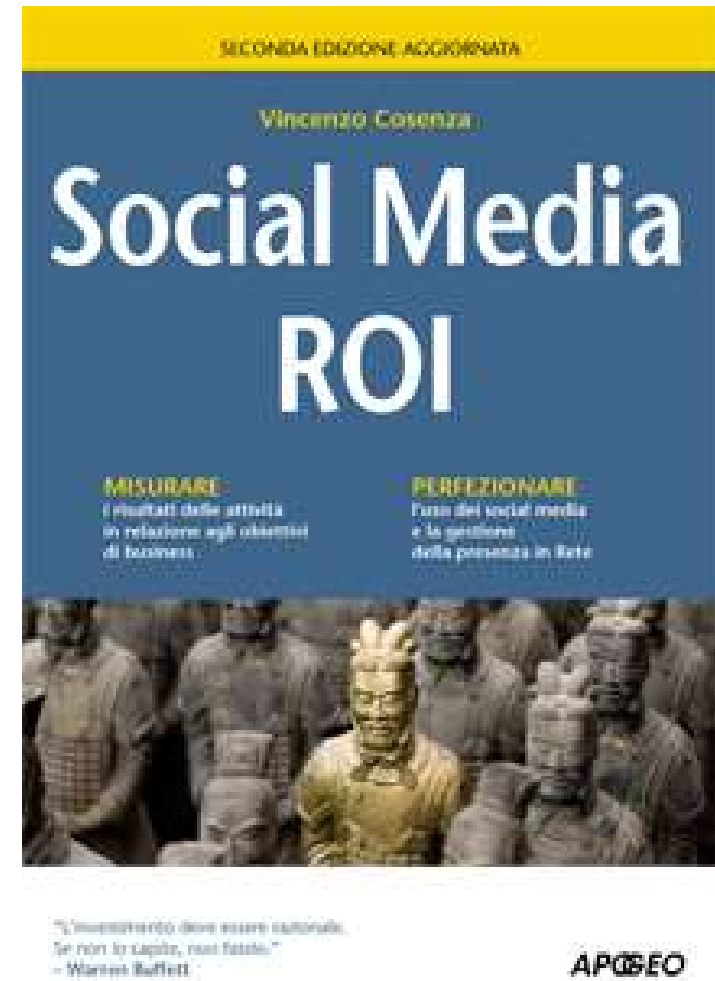
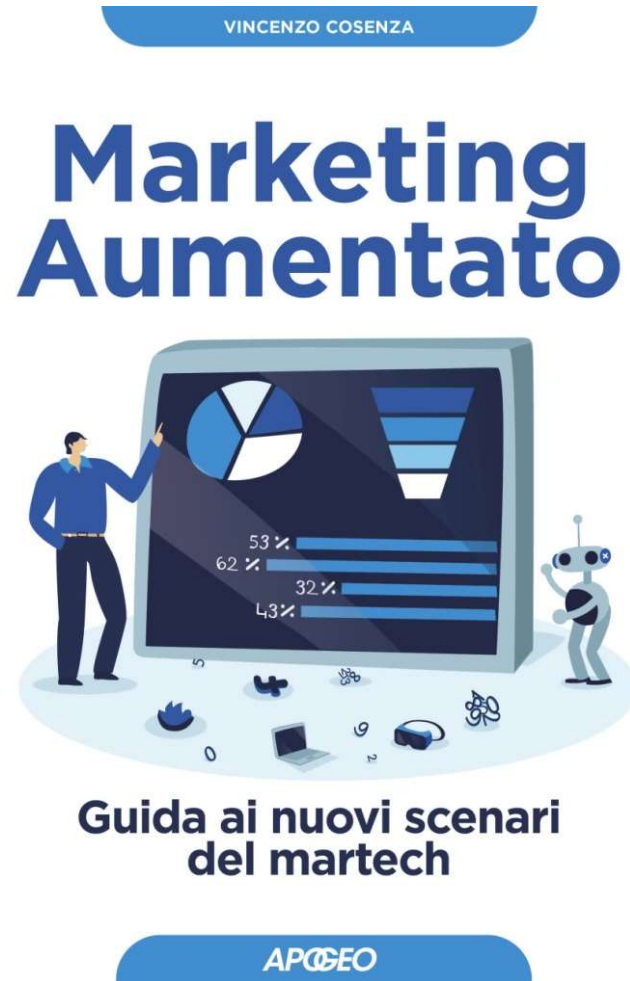
LABORATORIO IN DIGITAL E SOCIAL MEDIA MARKETING
PRESENTAZIONE N° #8

BIBLIOGRAFIA, SITOGRAFIA E FONTI AUTOREVOLI

24 maggio 2024

BIBLIOGRAFIA

(LIBRI ADOTTATI O CONSIGLIATI PER IL LABORATORIO)



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Giuliana Laurita Roberto Venturini

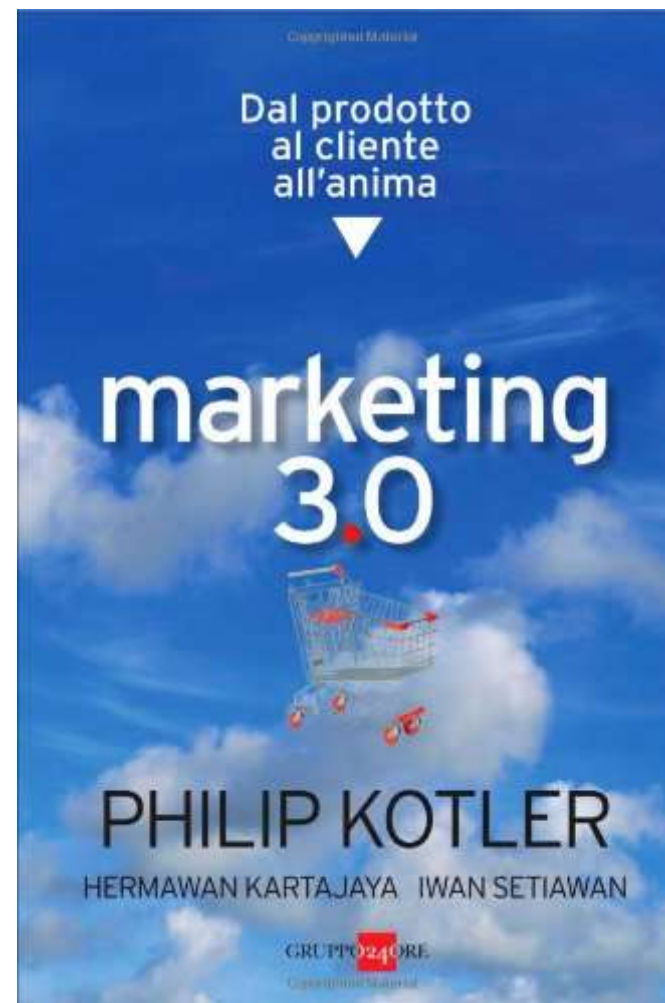
STRATEGIA DIGITALE

Il manuale per comunicare in modo
efficace su internet e i social media



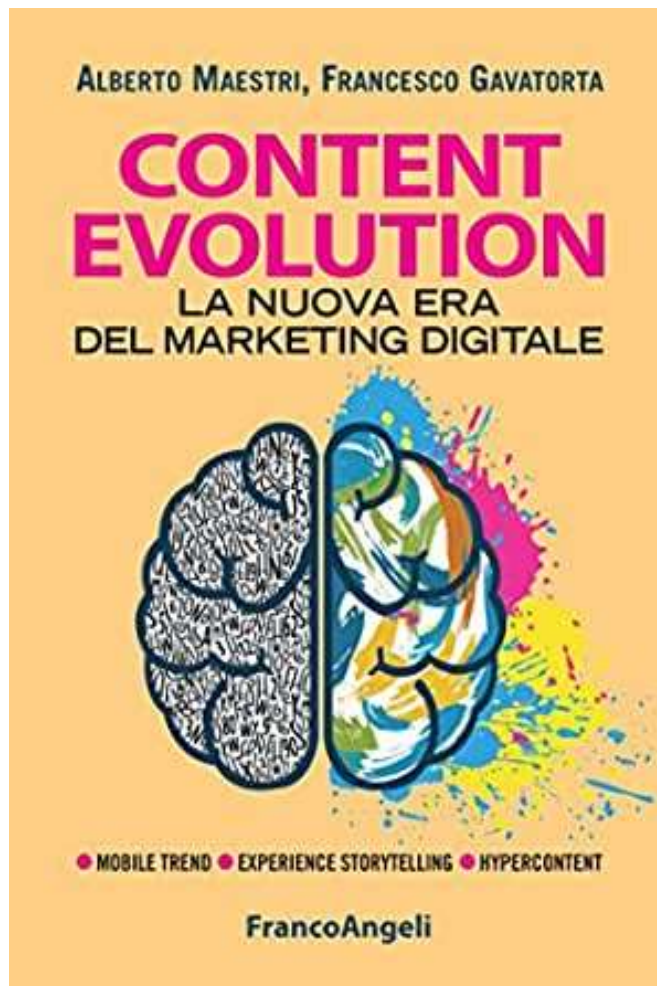
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Andrea Bettini

NON SIAMO MICA
LA COCA-COLA,
MA ABBIAMO
UNA BELLA STORIA
DA RACCONTARE

Usare il Corporate Storytelling
senza essere una multinazionale

Prefazione di Andrea Fontana

FRANCOANGELI



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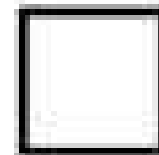
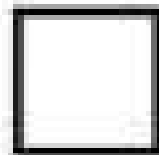
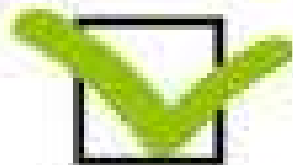
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