



Premium Knowledge: Marketing Communications Based on Bourdieu s Demon (Paperback)

By Richard Baker

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Premium Knowledge provides empirical evidence regarding the effectiveness of a new marketing communications framework. Based on the research summarized in Bourdieu s Demon Premium Knowledge is a how to manual for marketers to improve their engagement with prospects and customers. The Premium Knowledge method increases lift at each stage of the communications process, from open rates to conversion; it increases average transaction value and decreases opt-out rates. This book is recommended for a marketing executive looking for an additional advantage in marketing communications.



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