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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Introduction; RULE #1: Insight Comes Before Inspiration; RULE #2: Don't Repurpose, Reimagine; RULE #3: Don't Just Join the Conversation-Spark It; RULE #4: There's No Business Without Show Business; RULE #5: Want Control? Give It Away; RULE #6: It's Good to Play Games with Your Customers; RULE #7: Products Are the New Services; RULE #8: Mobile Is Where It's At; RULE #9: Always Keep Surprises In-Store; RULE #10: Use Smart Ads Wisely; Additional Resources; Notes; Acknowledgments; Index; About the Author
Sommario/riassunto	How to capture the attention of e-minded customers who think plain old web ads are SO yesterday.