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# PAID ATTENTION: INNOVATIVE ADVERTISING FOR A DIGITAL WORLD



Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, Paid Attention: Innovative Advertising for a Digital World, Faris Yakob, As ever, the onus is on brands to find compelling ways to earn the attention of the consumer. Yet content scarcity has given way to overload, fixed channels have dissolved into fluid networks, and audiences have become participants in consumer-driven conversations. This shift requires a new course of action for brands; it demands new marketing imperatives. Paid Attention is a guide...

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