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Strategy in Direct and Interactive Marketing and Integrated Marketing Communications

By: Csikosova, Adriana; Antosova, Maria; Culkova, Katarina
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Title: Strategy Map for The Crisis Communication
Author(s): Kadarova, J (Kadarova, Jaroslava); Mihalcova, B (Mihalcova, Bohuslava); Kadar, G (Kadar, Gabriel); Vida, M (Vida, Marek)
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