

mercadotecnia laura fisher pdf

Viral marketing or viral advertising is a business strategy that uses existing social networks to promote a product. Its name refers to how consumers spread information about a product with other people in their social networks, much in the same way that a virus spreads from one person to another. It can be delivered by word of mouth or enhanced by the network effects of the Internet and ...

Viral marketing - Wikipedia

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La Embajada de los Estados Unidos de América otorgó un reconocimiento al ITAM por su excelencia académica para formar destacados líderes mexicanos; por la distinguida participación de sus alumnos en el programa Fulbright-García-Robles, así como por su estrecha colaboración con esta misión diplomática para promover un mejor entendimiento de los Estados Unidos en México.

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