## How Contemporary Publishers Reach Out to Their Customers: Transition from B2B to B2C Marketing in the Publishing Industry





## **Book Review**

A new electronic book with a new point of view. it was writtern extremely completely and beneficial. Its been written in an extremely straightforward way in fact it is simply following i finished reading this publication through which really altered me, alter the way i really believe.

(Dr. Florian Runte)

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