

The Sostac Guide To Writing The Perfect Plan V1 1

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SOSTAC: The guide to the perfect digital marketing plan David Reed FIDM Journal of Direct, Data and Digital Marketing Practice volume 16 , pages 146 – 147 (2014) Cite this article

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5.0 out of 5 stars Dave Chaffey recommends The SOSTAC© Guide - to writing the perfect plan V1.1. Reviewed in the United Kingdom on 3 January 2015. Verified Purchase. Highly recommended for Marketing practitioners and students all the same. The SOSTAC framework is very easy to apply as well as to remember. PR Smith explains it an easy to ...

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