

Conferences and Seminars

502, 2016

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Multichannel Marketing: Recasting the customer experience
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Multichannel Marketing: Recasting the customer experience

By Grupo Generés|5 de February de 2016|

Seminar at the University of Zaragoza, May 20, 2016 GENERAL INFORMATION Within the framework of the research project "Multi-channel marketing, towards an integrated and profitable management of customer relations", financed by the Ramón Areces Foundation and developed by professors from the Generés research group (<http://generes.unizar.es/>), and in collaboration with the ACEDE Marketing Section, a seminar [...]

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