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SOCIAL NETWORKING STRATEGY FOR A STARTUP RETAIL PHARMACY IN EGYPT



Condition: New. Publisher/Verlag: AV Akademikerverlag | Marketing Strategy Guidelines | The Egyptian revolution was a spark that enlightened the social media in a comprehensive manner among the nation, therefore online platforms are considered to be a marvelous opportunity to speed up the role of marketing in any start-up pharmacy. The objective of this research was to present a guideline for the Egyptian retail pharmacies on how to implement social media to grow in an online interactive market. Manifest anxieties for...

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