



Re: media - The Ultimate Guide to Advertising, Media and Marketing Convergence in the 21st Century

Ronnie Eide

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Re: media - The Ultimate Guide to Advertising, Media and Marketing Convergence in the 21st Century is a thorough book written from a tripartite angle about the advertising, media and marketing industry. It covers the history of the industry through the movers and shakers who have made it happen as well as those who continue to drive the industry forward. Whether you are an industry veteran or a novice to the industry, the book has been written to enable industry professionals become more productive, more efficient and stay ahead of the rapid changes in digital technology that change the industry as we know it.

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