

Notice pdf - Digital influence mercenaries

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Résumé ou extrait : "This book examines the rapidly growing industry of "digital influence mercenaries"-shady online marketing firms and entrepreneurs who use online technologies to exploit the uncertainties, fears, and biases of their targets to gain profit and power. Students, researchers, policymakers, and the general public need this book to help them make sense of how and why each of us is being manipulated, and what we can do about it." (éd.)

Sujet - Nom commun : Marketing sur Internet -- Pratiques déloyales
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