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Taylor Francis Ltd, United Kingdom, 2015. Hardback. Book Condition: New. 234 x 156 mm. Language: English . Brand New Book ***** Print on Demand *****.Implement a successful content strategy that optimizes the return-on-message performance of your digital signage program. Learn the message attributes for each of the three core network types (Point of Wait, Point of Sale, and Point of Transit), how to measure the program s effectiveness and strike a balance that uses messages effectively alongside the other advertising...

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