Solicitud de artículos a la Biblioteca

Variables of Twitter’s brand activity that influence audience spreading behavior of branded content
Luis Matosas López

Millennial Consumers: Gratifications through the use of Snapchat and its impact on impulsive motivations of purchase
Virgin Dones · José A. Flecha · María De Los M. Santos Corrada · Evelyn López

Inbound Marketing to improve interest in public postgraduate courses
Salvador Bueno · Juan Sebastián Caro Rodríguez · M. Dolores Gallego

The cryptocurrency market: A network analysis
Carlos Jaureguizar Francés · Pilar Grau-Carles · Diego Jaureguizar Arellano

El mercado de criptomonedas. Un análisis de red