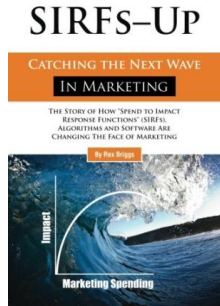


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## SIRFS UP - CATCHING THE NEXT WAVE IN MARKETING: THE STORY OF HOW SPEND TO IMPACT RESPONSE FUNCTIONS (SIRFS), ALGORITHMS AND SOFTWARE ARE CHANGING THE FACE OF MARKETING (PAPERBACK)



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- Authored by Rex Briggs
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