

4.0

4

가

- (marketing mix) -
- (Google Doodle) -
- 4P : (product), 가 (price), (place), (promotion)

4P (co-creation), (currency), (communal activation), (conversation) 4C

5A: (aware), (appeal), (ask), (act), (advocate)

- PAR(Purchase Action Ratio): 가
- BAR(Brand Advocacy Ratio): 가

(digital ethnography):

가

(brand publishing): 가

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1	? - -
2	가? - -
3	가? - -

open: -
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-4.0

4	가, 가? - :
5	가? - - -
6	가? - -
7 가	가? - -
8	- 가? - -

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