

marketing method-research results from Poland.

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: The use of facebook for marketing purposes among smes as a modern marketing method – research results from Poland

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: [Chmielecki, M.](#)

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(): Over the last couple of years social media have transformed the way in which marketing is carried out. The aim of this article is to present barriers that prevent SMEs to use Facebook for their marketing purposes. This article presents the research results carried out in Lodz Voivodship in Poland.

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