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The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly (7th Edition) by David Meerman Scott The seventh edition of the pioneering guide to generating attention for your idea or business, packed with new and updated information.

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Author Will Leach returns to The Marketing Book Podcast for a special episode of "Authors in Quarantine Getting Cocktails." Previously on The Marketing Book Podcast to discuss his book, Marketing to Mindstates: The Practical Guide to Applying Behavior Design to Research and Marketing, marketing and behavioral design visionary and entrepreneur Will Leach joins the (hopefully) limited time ...

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The Principal and Founder of Artillery, Douglas Burdett is a former artillery officer and Madison Avenue ad man. He also hosts The Marketing Book Podcast, where he interviews authors every week about the latest in modern marketing and sales. Subscribe to The Marketing Book Podcast Newsletter!

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Previously on The Marketing Book Podcast to discuss his book, "Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing," digital marketing visionary Lee Odden joins the (hopefully) limited time series, Authors in Quarantine Getting Cocktails to talk about being quarantined in Minneapolis, his time in the U.S. Army, working remotely with a large team, successful B2B influencer marketing, and the pandemic's effect on internet searches.

The Marketing Book Podcast - Lee Odden: Authors in ...

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Novel Marketing Podcast hosted by Thomas Umstattd Jr.

Launched in January 2018, The Marketing Buzzword Podcast has taken the world of marketing podcasts by storm! Each week Ben and his amazing guests help break down common marketing buzzwords into the sum of their parts. With the aim of helping you to understand if it's worth integrating into your marketing strategy or not.

The Marketing Buzzword Podcast, Project & Book by Ben M ...

As the host of The Marketing Book Podcast, the man has literally pored over the subject matter. You will always get amazing questions from Doug." Mark Schaefer. Author of Marketing Rebellion, Known, The Content Code, Social Media Explained and The Tao of Twitter.

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"One of my favorite marketing podcasts is Marketing Over Coffeehosted by John J. Wall and Christopher S. Penn. Every week, the hosts record the show in a local coffee shop and have a casual conversation about some topics in marketing for about 20 minutes.

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