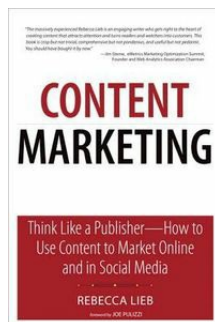


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Filesize	5.30 MB

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I really think this is a great introduction to content marketing. It has many and good examples. I also see this book as a good one to go back to once in while for inspiration. A few chapters (max 10% of the book) I believed to be a bit out-dated since they are more technical, but this field is...