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Barbara Findlay Schenck,20?? Harness the power of marketing and watch your business grow Packed with tips for low cost high impact campaigns this guide is your road map to launching a dynamic marketing campaign and taking advantage of the newest technologies and avenues for outreach

Corporate Blogging For Dummies Douglas Karr,Chantelle

Flannery,2010-07-13 Establish a successful corporate blog to reach your customers Corporate blogs require careful planning and attention to legal and corporate policies in order for them to be productive and effective This fun friendly and practical guide walks you through using blogging as a first line of communication to customers and explains how to protect your company and employees through privacy disclosure and moderation policies Blogging guru Douglas Karr demonstrates how

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