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Joe Pulizzi

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Epic Content Marketing helps you develop strategies that seize the competitive edge by creating messages and “stories” tailored for instant, widespread distribution on social media, Google, and the mainstream press. It provides a step-by-step plan for developing powerful content that resonates with customers and describes best practices for social media sharing and search engine discoverability.

Joe Pulizzi is a content marketing strategist, speaker and founder of the Content Marketing Institute, which runs the largest physical content marketing event in North America, Content Marketing World.

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