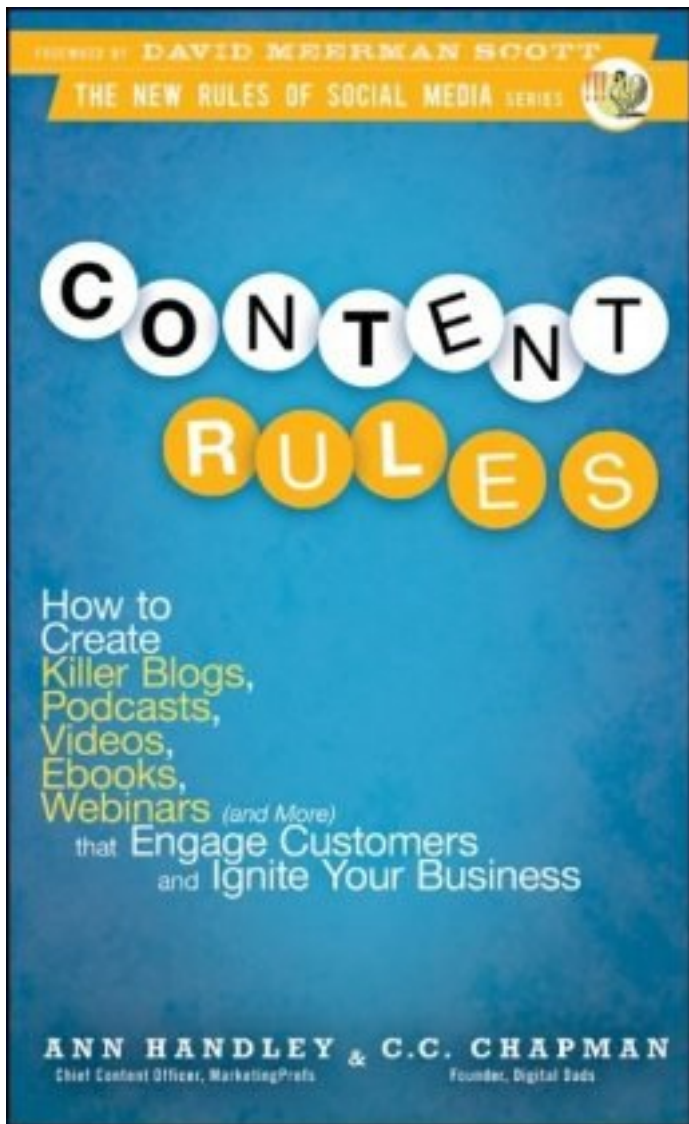


Content Rules



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Create bold web content and build a loyal customer base online Blogs, YouTube, Facebook, Twitter, and other publishing platforms are giving everyone a "voice," including organizations and their customers. So how do you create the bold stories, videos, and blog posts that cultivate fans, arouse passion for your products or services, and ignite your business? Content Rules equips you for online success with a one-stop source on the art and science of developing marketing content that people care about. This coverage is interwoven with case studies of companies successfully spreading their ideas online - and using them to establish credibility and build a loyal customer base. Learn the art of storytelling and the science of journalism Find an authentic "voice" and craft bold content that will resonate with prospects and buyers and encourage them to share it with others Leverage social media and social tools to get your content and ideas distributed as widely as possible Written by the Chief Content Officers of marketingprofs.com Boost your online presence and engage with customers and prospects like never before with Content Rules .

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