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Joe Pulizzi's Epic Content Marketing is a primary text read for NSU's MKT 3605 class in content marketing. Believed by many as THE expert in content marketing, Joe provides a comprehensive instructional guide on how to adopt an effective content driven marketing organization in a growing world of info-besity.

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My latest book, Epic Content Marketing, is launching this week. Naturally, the title has prompted many a marketer to ask me, What, exactly, does epic content marketing entail? To start, you need to be honest about the content you have. Most likely, your organization has plenty of feature- and

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