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## Sommario/riassunto

PRAISE FOR Integration Marketing ""The most important book of the year.""-Codrut Turcanu, founder of Remarkable Blogging, [www.RemarkableBlogging.com](http://www.RemarkableBlogging.com) ""Mark Joyner's new book rocks! After reading it yesterday evening, I put all other work on hold to create two integration marketing processes-and have been spreading the word about them. Already, within twenty-four hours, I've started seeing results. And the way I've implemented it is rudimentary and basic. There are so many nuances to make it more powerful and effective. To think so much wisdom and insight can be pac

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