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Nota di contenuto	Integration Marketing: How Small Businesses Become Big Businesses and Big Businesses Become Empires; Contents; Introduction; Part I: The Idea; Chapter 1: Digital New School Meets Profitable Old School; Chapter 2: A Real-Life Yoda on Billion Dollar Businesses; Chapter 3: How Integration Marketing Transformed a Self-Confessed Geek into One of History's Most Influential People; Chapter 4: Talking the Business Growth Talk; Part II: The Strategy; Chapter 5: Why Strategic Integration Marketing?; Chapter 6: Taking That First Step Forward; Part III: The Mastery; Chapter 7: More Words that Matter Chapter 8: Minimizing Guesswork, Maximizing GrowthChapter 9: Google, Snoop Dogg, and Some Bling-Bling; Extra Credit; Chapter 10: One More Benefit; Appendix: Integration Spottings; Index
Sommario/riassunto	PRAISE FOR Integration Marketing ""The most important book of the

year."-Codrut Turcanu, founder of Remarkable Blogging, 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
