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Epic Content Marketing  
Joe Pulizzi

Joe Pulizzi is the original  
content marketing  
evangelist, and started  
using the term

“ content marketing ”  
back in 2001. He ’ s the  
founder of the Content  
Marketing Institute  
(CMI), the leading

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Content marketing  
educational resource for  
enterprise brands,  
recognized as the 468th  
fastest growing private  
company by Inc.  
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I recommend Joe  
Pulizzi's new book Epic  
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**EPIC CONTENT  
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the world's leading experts on content marketing, Joe Pulizzi explains how to attract prospects and customers by creating information and content they actually want to engage with. No longer can we interrupt our customers with mediocre content and sales messages they don ' t care about.

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VP of Global  
Advertising Strategy &  
Creative Excellence at  
Coca-Cola "Joe Pulizzi  
is the godfather of our  
burgeoning profession of  
Content Marketing. He  
lays out the objectives,  
principles and core  
strategies of our field in

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a way that's easy-to-understand, inspiring and entertaining."

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- JoePulizzi.com

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If you are a student study at the Communication course at HAN this summary will help you a lot to pass the Creating Content test&excl; I summarised it by myself and got a 9 in the test&excl; I hope it will be helpful for you&excl;

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Full summary of epic

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joe pulizzi ...

Book Review on Epic  
Content Marketing by  
Joe Pulizzi Epic Content  
Marketing is a book  
written by Joe Pulizzi,  
the founder of Content  
Marketing Institute,  
Content Marketing  
World, and the winner  
of the 2014 John  
Caldwell Lifetime  
Achievement Award

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Council. The book can  
be considered as a Bible  
to the modern day  
marketing strategies and  
was also named one of  
the “ Five Must ...

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Joe Pulizzi is founder  
and chief content officer

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for Junta42, the leading  
online resource for  
content marketing.

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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.

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Epic Content

Marketing: How to Tell  
a Different Story ...

Epic Content Marketing

“ Joe Pulizzi has made  
me a content believer!  
Starting today, we will  
start to develop our  
business content with a  
devoted discipline to  
behave more like a great  
media company. ”

*Page 20/86*

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Katherine Button Bell,  
Vice President & Chief  
Marketing officer,  
emerson “ Joe Pulizzi  
may know more about  
content marketing than  
any person

---

Epic Content Marketing  
978-0-07-181989-3  
Joe Pulizzi is the  
Amazon bestselling  
author of Corona

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Marketing, Killing  
Marketing, Content Inc.  
and Epic Content

Marketing, which was  
named a “ Must-Read  
Business Book ” by  
Fortune Magazine. His  
latest book is The Will  
to Die, his debut novel.

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The 6 Principles of Epic  
Content Marketing  
Joe Pulizzi ' s Epic

*Page 22/86*

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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

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Marketing: How to Tell  
a Different Story, Break  
through the Clutter, and  
Win More Customers  
by Marketing Less by

Pulizzi, Joe (2013)

Hardcover by Joe



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free delivery on eligible  
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a Different Story ...  
Includes Get Content  
Get Customers and  
Managing Content

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Marketing, two leading content marketing books from Joe Pulizzi.

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Content Marketing  
Books Written by Joe  
Pulizzi

Content Marketing:  
How Long to Get to  
Five-Million-Dollars?  
Last week I turned in  
the final manuscript for  
Content Inc. (version

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two). I'm really excited about it, mostly because the interviews were amazing and I feel the model is correct now (I thought the last one was correct as well...this one is just better).

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Content Marketing  
Speaker, Content  
Marketing Strategist ...  
Epic Content Marketing

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(2014) offers you a step-by-step guide to mastering one of today's most innovative approaches to product marketing. Knowing your audience and assembling a top-notch content team are just some of the key elements to achieving a successful content marketing strategy and getting ahead in a highly

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Epic Content Marketing  
by Joe Pulizzi - Blinkist  
Joe Pulizzi's Epic  
Content Marketing -  
Sample Chapter 1. C H  
A P T E R 1 3 The  
Content Marketing  
Mission Statement I  
cannot give you the  
formula for success, but  
I can give you the

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Content for failure,  
which is: Try to please  
everybody. HERBERT  
B. SWOPE,  
AMERICAN  
JOURNALIST In the  
dining room of our  
house, there is a mission  
statement on the wall.

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Joe Pulizzi's Epic  
Content Marketing -  
Sample Chapter

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Marketing. One of the world's leading experts on content marketing, Joe Pulizzi explains how to draw prospects and customers in by creating information and content they actually want to engage with. No longer can we interrupt our customers with mediocre content (and sales messages) our

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and Win More  
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Joe Pulizzi explains how  
to draw prospects and

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customers in by creating information and content they actually want to engage with. No longer can we interrupt our customers with mediocre content (and sales messages) our customers don't care about.

Reach more customers

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than ever with

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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

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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

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marketing event in  
North America, Content  
Marketing World.

Pulizzi

Reach more customers  
than ever with  
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Content Marketing  
helps you develop  
strategies that seize the  
competitive edge by  
creating messages and  
“ stories ” tailored for

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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

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marketing strategist,  
speaker and founder of  
the Content Marketing  
Institute, which runs the  
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than ever with  
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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



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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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Perhaps no function in the business organization has been as fundamentally revolutionized as marketing. The social and mobile Web has completely changed the speed, efficiency, and ease with which consumers can engage with each other and has had a tremendous impact on brands. This

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Content and Marketing Joe Pulizzi

new engagement of the consumer with keen awareness of their relationships and emerging social networks now correlates to every single aspect of our business. So, yes, marketing has changed. The question is what are we going to do about it?

Content and  
Subscription: The New  
Marketing

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Opportunity As growth of the social and mobile Web changes the methods of

communication, the old lines of hierarchical relationships between business and consumer blur substantially. As consumers publish and share their opinions (both good and bad) with increasing ease, they can become more

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persuasive than even the company's voice itself. Every one of these groups becomes a powerful ally or enemy depending on what we do. All of them will be constantly in flux developing levels of trust and requiring varying levels of transparency to filter content and determine buying decisions. They will

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expand and collapse with great velocity, and it will all happen with or without our participation. Content marketing has been around for hundreds of years. But the application of a specific strategic process around content marketing is still new. The amount of budget that is allotted for new content creation

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is going to become a significant part of your "new media" budget. And subject matter experts in the organization are going to have new responsibilities. It's a transformative new process and it won't happen overnight. But it can, and should, happen. Get Content Get Customers showed

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us the light but there's been no book to show us the way. There is an ancient Chinese proverb that says a "crisis" is simply an "opportunity riding the dangerous wind." As marketers we now have the opportunity to develop new processes with our marketing strategy, power them with content, and ultimately



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Keep that wind at our back. Successful programs will focus on creating a thoughtful strategy and process to foster this content marketing. This book is a detailed "how-to" to build that successful content marketing process.

The NEW Rulebook for  
Entrepreneurial Success

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What's the surest way to startup failure? Follow old, outdated rules. In Content Inc., one of today's most sought-after content-marketing strategists reveals a new model for entrepreneurial success. Simply put, it's about developing valuable content, building an audience around that content, and then

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creating a product for that audience. Notice a shift? Author Joe Pulizzi flips the traditional entrepreneurial approach of first creating a product and then trying to find customers. It ' s a brilliant reverse-engineering of a model that rarely succeeds. The radical six-step business-building

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Content Marketing Joe Pulizzi  
process revealed in this book is smart, simple, practical, and cost-effective. And best of all, it works. It ' s a strategy Pulizzi used to build his own successful company, Content Marketing Institute, which has landed on Inc. magazine ' s list of fastest growing private companies for three years straight. It ' s also

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a strategy countless other entrepreneurs use to build their own multi-million dollar

companies. Build an audience and you ' ll be able to sell pretty much anything you want.

Today ' s markets are more dynamic and customers are more fickle than ever before.

Why would you put all your eggs in one basket

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before securing a loyal customer base? Content Inc. shows you how to get customers first and develop products later. It ' s the best way to build a solid, long-lasting business positioned for today ' s content-driven world. This is the simple but profoundly successful entrepreneurial approach of one of

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Content's most creative business minds. A pioneer of content marketing, Pulizzi has cracked to code when it comes to the power of content in a world where marketers still hold fast to traditional models that no longer work. In Content Inc., he breaks down the business-startup process into six steps, making it

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simple for you to visualize, launch, and monetize your own business. These steps are:

- The “ Sweet Spot ” : Identify the intersection of your unique competency and your personal passion
- Content Tilting: Determine how you can “ tilt ” your sweet spot to find a place where little or no competition



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exists • Building the Base: Establish your number-one channel for disseminating content (blog, podcast, YouTube, etc.) • Harvesting Audience: Use social-media and SEO to convert one-time visitors into long-term subscribers • Diversification: Grow your business by expanding into multiple

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delivery channels •

Monetization: Now that your expertise is established, you can begin charging money for your products or services This model has worked wonders for Pulizzi and countless other examples detailed in the book. Connect these six pieces like a puzzle, and before you know it, you ' ll be

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Content  
Marketing Joe  
Pulizzi

running your own profitable, scalable business. Pulizzi walks you step by step through the process, based on his own success (and failures) and real-world multi-million dollar examples from multiple industries and countries. Whether you 're seeking to start a brand-new business or drive innovation in an existing

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Content Inc.

provides everything you  
need to reverse-engineer  
the traditional

entrepreneurial model

for better, more

sustainable success. Joe

Pulizzi is an

entrepreneur,

professional speaker,

and podcaster. He is the

founder of several

startups, including the

Content Marketing

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Institute (CMI), recognized as the fastest growing business media company by Inc. magazine in 2014. CMI produces Content Marketing World, the world ' s largest content marketing event, and publishes the leading content marketing magazine, Chief Content Officer. Pulizzi ' s book Epic

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Content Marketing was named one of Fortune magazine 's Five Must Read Business Books of the Year.

Killing your current marketing structure may be the only way to save it! Two of the world ' s top marketing experts reveal the next level of breakthrough success—transforming

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your marketing strategy into a standalone profit center. What if everything we currently know about marketing is what is holding us back? Over the last two decades, we've watched the entire world change the way it buys and stays loyal to brands. But, marketing departments are still operating in the same,

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campaign-centric, product-led operation that they have been following for 75 years. The most innovative companies around the world have achieved remarkable marketing results by fundamentally changing their approach. By creating value for customers through the use of owned media and the



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savvy use of content, these businesses have dramatically increased customer loyalty and revenue. Some of them have even taken it to the next step and developed a marketing function that actually pays for itself. Killing Marketing explores how these companies are ending the marketing as we know it—in favor of this

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new, exciting model. Killing Marketing provides the insight, approaches, and examples you need to understand these disruptive forces in ways that turn your marketing from cost center to revenue creator. This book builds the case for, literally, transforming the purpose of

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marketing within your organization. Joe Pulizzi and Robert Rose of the Content Marketing Institute show how leading companies are able sell the very content that propels their marketing strategy.

You ' ll learn how to: \*

- Transform all or part of your marketing operation into a media company \*
- Integrate

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this new operation into traditional marketing efforts \* Develop best practices for attracting and retaining audiences \* Build a strategy for competing against traditional media companies \* Create a paid/earned media strategy fueled by an owned media strategy Red Bull, Johnson & Johnson, Disney and

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Content Marketing Joe Pulizzi

Arrow Electronics have succeeded in what ten years ago would have been deemed impossible. They continue to market their products as they always have, and, through their content-driven and audience-building initiatives, they drive value outside the day-to-day products they sell—and monetize it

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Pulizzi  
Marketing rewrites the  
rules of  
marketing—enabling  
you to make the kind of  
transition that turns  
average companies into  
industry legends.

Create and maintain a  
successful social media  
strategy for your business  
Today, a large number  
of companies still don't

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Marketing Joe Pulizzi

have a strategic approach to social media. Others fail to calculate how

effectively they are at social media, one of the critical components of implementing any social media strategy.

When companies start spending time and money on their social media efforts, they need to create an internal plan

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that everyone can understand. **Maximize Your Social** offers a clear vision of what businesses need to do to create—and execute upon—their social media for business road map. Explains the evolution of social media and the absolute necessity for creating a social media strategy **Outlines**



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preparation for,  
mechanics of, and  
maintenance of  
asuccessful social media  
strategy Author Neal  
Schaffer was named a  
Forbes Top 30  
SocialMedia Power  
Influencer, is the creator  
of the AdAge Top  
100Global Marketing  
Blog, Windmill  
Networking, and a  
global socialmedia

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speaker Maximize Your Social will guide you to mastery of social media marketing strategies, saving you from spending a chunk of your budget on a social media consultant.

Follow Neal Schaffer's advice, and you'll be able to do it yourself—and do it right.

Connect to customers

*Page 74/86*

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with compelling content! The rules of marketing have changed. Instead of loud claims of product superiority, what customers really want is valuable content that will improve their lives. Get Content Get Customers explains how to develop compelling content and seamlessly deliver it to customers—

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without interrupting their lives. It ' s the new way of marketing, and it ' s the only way to build a loyal, engaged customer base. “ Pulizzi and Barrett have taken integrated marketing communications to the next level. . . . Every marketer, large or small, can use this text to build better ongoing customer relationships. ” —Don

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Schultz, Professor  
Emeritus-in-Service,  
Integrated Marketing  
Communication,  
Northwestern University

“ Deftly navigating the  
worlds of PR,  
advertising and  
marketing, Joe and  
Newt prove that the real  
secret to great  
marketing is not a  
brilliant tagline, but  
creating compelling and

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useful content. ”

—Rohit Bhargava,  
Senior Vice President of  
Digital Marketing,  
Ogilvy 360 Digital  
Influence, and author of  
Personality Not  
Included “ Get Content  
Get Customers provides  
a play-by-play for any  
marketer who is serious  
about breaking away  
from the pack. ”

—Greg Verdino, Chief

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Strategy Officer,  
Crayon, LLC

Marketing Joe  
Pulizzi

The story of death in a small town, the lies that covered them up, and a conspiracy that brought one man to his knees... Will Pollitt just successfully delivered the business pitch of his life -- a win he desperately needs. At the same moment 50

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miles away, Will's father is found dead. Coming home gives Will a chance to reconnect with his father's life and work. Yet digging into the past, Will makes a shocking discovery: His hometown neighbors are turning up dead at alarming rates. His father seems not only involved but could he be? one of the lead



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Operatives? Is that why his father is now dead, too? The hunt for the truth jeopardizes Will and everything he loves. And it makes him question not just his father's death, but what it means to truly live.

The DNA of business has changed. Forever. You can blame technology,

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Smartphones, social media, online shopping and everything else, but nothing changes this reality: we are in a moment of business purgatory. So, what are you going to do about it? Mitch Joel, one of the world's leading experts in new media, warns that the time has come to CTRL ALT DELETE. To reboot

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and to start re-building your business model. If you don't, Joel warns, not only will your company begin to slide backwards, but you may find yourself unemployable within five years. That's a very strong warning, but in his new book, CTRL ALT DELETE, Joel explains the convergence of five key

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movements that have changed business forever. The movements have already taken place, but few businesses have acted on them. He outlines what you need to know to adapt right now. He also points to the seven triggers that will help you take advantage of these game-changing factors to keep you employable as this

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A new world of business unfolds. Along the way, Joel introduces his novel concept of "squiggle" which explains how you can learn to adapt your personal approach to your career, as new technology becomes the norm. In short, this is not a book about "change management" but rather a book about "changing both you

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"AND your business  
model."  
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