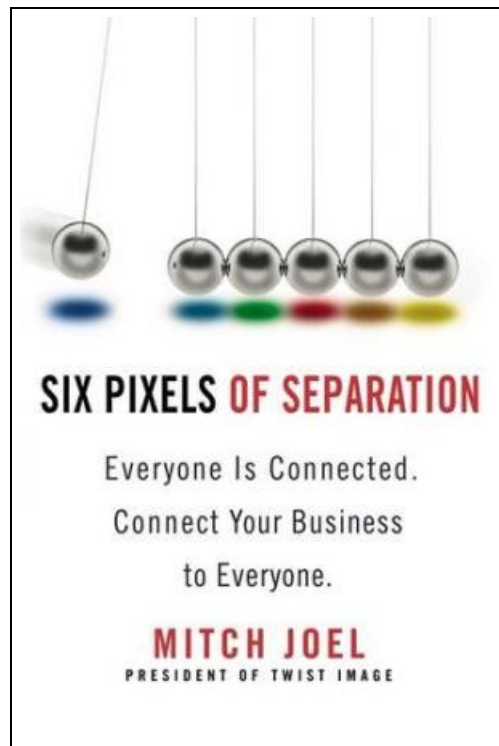


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(Prof. Demetris Rau III)

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Business Plus US/Hachette, 2009. Softcover. Book Condition: New. Six Pixels of Separation is the first book to unify the concepts of Personal Branding, Digital Marketing and Entrepreneurship in a clear, enjoyable and provocative manner. By using extraordinary case studies, this book offers a complete set of tools, tactics and insights to empower individuals to reach a global audience and consumer base with a few clicks of the mouse, and almost all of them free of charge. Digital marketing expert Mitch Joel unravels the fascinating world of new marketing, with a brand new perspective. Entrepreneurs are leveraging the digital channels to get their voice "out there," connecting to similar others, becoming better community citizens and, ultimately, making more money and rocketing their personal and business lives into the stratosphere. The trick is, Personal Brands are becoming bigger than corporate brands. In Six Pixels of Separation readers will begin to understand the `how` and `why` of how certain entrepreneurs have mastered the internet to propel their businesses. Printed Pages: 304.



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