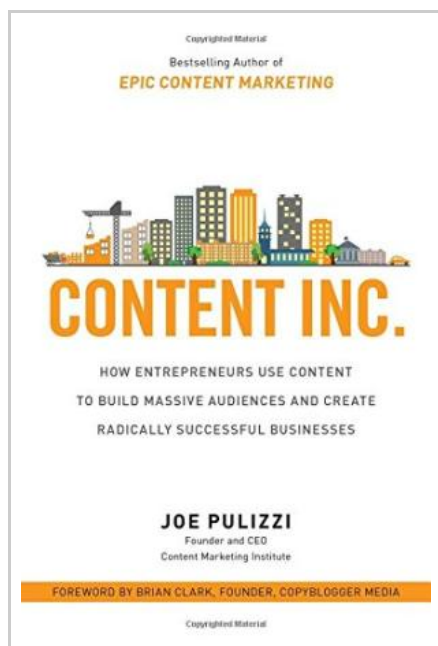




Content Inc: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses (Hardback)

By Joe Pulizzi

McGraw-Hill Education - Europe, United States, 2015. Hardback. Book Condition: New. 231 x 147 mm. Language: English . Brand New Book. The NEW Rulebook for Entrepreneurial Success 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 Follow old, outdated rules.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 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 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 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...



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Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. 231 x 147 mm. Language: English . Brand New Book. This is volume eight, Reading Level 2, in a comprehensive program (Reading Levels 1 and 2)for beginning readers.Two nine-book sets teach...



The Frog Tells Her Side of the Story: Hey God, I m Having an Awful Vacation in Egypt Thanks to Moses! (Hardback)

Broadman Holman Publishers, United States, 2013. Hardback. Book Condition: New. Cory Jones (illustrator). 231 x 178 mm. Language: English . Brand New Book. Oh sure, we ll all heard the story of Moses and the ten plagues of Egypt a hundred times....



Readers Clubhouse Set B Joe Boat (Paperback)

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Kristin Barr (illustrator). 221 x 147 mm. Language: English . Brand New Book. This is volume four, Reading Level 2, in a comprehensive program (Reading Levels 1 and 2) for beginning...



Readers Clubhouse Set a Nick is Sick (Paperback)

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Carol Koeller (illustrator). 221 x 147 mm. Language: English . Brand New Book. This is volume three, Reading Level 1, in a comprehensive program (Reading Levels 1 and 2) for beginning...



New Chronicles of Rebecca (Dodo Press) (Paperback)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 224 x 147 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author and educator. She was born in Philadelphia,...



More Spaghetti, I Say! (Paperback)

Scholastic Inc., United States, 1993. Paperback. Book Condition: New. Mort Gerberg (illustrator). Reissue. 218 x 147 mm. Language: English . Brand New Book. With inspiring and educational stories, Scholastic s Hello Reader series caters to the spectrum of reading abilities among beginning...