



THE MOST AMAZING MARKETING BOOKEVER



MARK SCHAEFER & FRIENDS

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MARK

SCHAEFER

One of the world's leading marketing futurists and keynote speakers.

Mark Schaefer is a marketing strategy consultant, college educator, keynote speaker, and the author of ten books, including "KNOWN, "Marketing Rebellion," and "Belonging to the Brand."

BusinessesGROW.com







The Most Amazing Marketing Book Ever

takes you on a ride from traditional marketing ideas like billboards and email to the metaverse and beyond. In this book, you will learn:

- Foundational principles of marketing strategy, content marketing and social media
- Inside tips to propel your business through LinkedIn, email, and advertising
- Insights into emerging trends such as NFTs, Web3, and Artificial Intelligence
- Practical tips to help you with research, strategic communications, and measurement ...and much more!

AND FRIENDS

What happens when futurist Mark Schaefer assembles **35** of his smartest marketing friends from around the world (with more than 750 years of accumulated experience!) and asks for their best marketing ideas? Well, it's something amazing. In fact, it's The Most Amazing Marketing Book Ever!

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Amazing Markes.

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A comprehensive marketing guide and a must-read book that will help you achieve your goals and succeed in today's ever-changing marketplace!

The collaborative approach, bringing together the expertise of multiple authors with diverse backgrounds and experiences creates a well-rounded perspective on marketing, providing readers with a wealth of knowledge and actionable strategies.





Samantha Stone **Marketing Strategy**

Samantha is an author and a revenue catalyst who helps bridge the gap between buyers, sellers, and marketing for organizations that have complex selling processes.

unleashpossible.com

Robbie Fitzwater

The Four P's of Marketing

Robbie Fitzwater is an educator at Clemson University and the founder of MKTG Rhythm, where he helps e-commerce businesses unlock hidden revenue potential mktgrhythm.com



Husband-and-wife team Frank and Marci are award-winning digital marketers who help solopreneurs and small businesses grow online and rise above the blah.

frankandmarci.com



Scott Murray (The Communication Craftsman) combines over 20 years of content marketing experience and extensive communication education to help companies build better connections with their most important audiences.

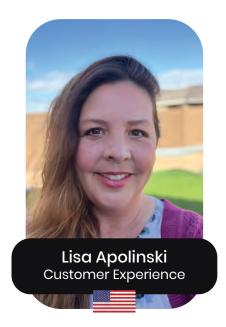
scottmurrayonline.com



David Bisek Branding

David Bisek is a brand strategist and marketing consultant. David as spent nearly two decades building exceptional brands and marketing strategy for both large corporations and small startups business.

davidbisek.com



Lisa Apolinski is a digital growth expert and speaker who has been dubbed by Forbes as America's Digital Content Futurist. She is the author of several books, including Grow Your Market Share In A Zombie Apocalypse: Your Business Survival Guide When The Unimaginable Happens.

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Bruce Scheer Marketing Measurement

Bruce Scheer works with industry giants and "scale-ups" to inspire their buyers and accelerate revenue growth. He is an award-winning consultant, author, keynote speaker, and president of the National Speakers Association Northwest.

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Karine Abbou Content Marketing Strategy

Karine Abbou is a content marketing consultant. As a former lawyer and entrepreneur, she has 13 years of experience in conceiving, launching, and implementing B2B content projects and marketing strategies.

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Marion Abrams
Podcasts



Marion Abrams is a podcast producer and consultant with broad content strategy and creation experience madmotion.com



Victoria Bennion is a marketer, founder of the Victoria Bennion Podcast Booking Agency and host of The Best Guest podcast. victoriabennion.com



Chad Parizman is the Principal &
Founder of Ader Communications, a
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Ader Communications was created to
help brand marketers & storytellers
better connect with their audience.

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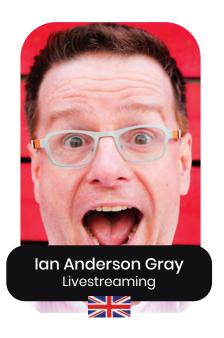
Laura is a former IT sales exec turned actress, voice artist, and coach helping business professionals become more comfortable and effective on camera themselves.

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Giuseppe Fratoni is a transformational coach and business strategist. He works with inspired and driven people who are ready to take on an audacious goal that feels almost impossible to achieve and step into the next phase of their life and business.

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Ian is the founder of the Confident Live Marketing Academy and is the host of the Confident Live Podcast. He helps entrepreneurs level up their impact, authority, and profits by using live video confidently.

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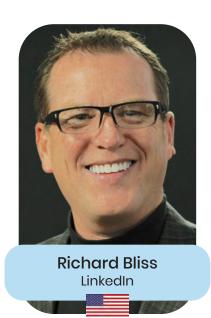
Al is a freelance copywriter, marketer, author, and humorist. He loathes writing his bio, so he used artificial intelligence (at least the humorist part is true! 2). He helps businesses connect with their target audiences.

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Kami Huyse is a social media strategist, speaker, community builder, coach, and author. She is the founder of Smart Social Secrets, an online community for PR, marketing, and business consultants and coaches, and the CEO of Zoetica Media.

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Richard Bliss is President of BlissPoint, a Silicon Valley consulting firm, international speaker in 22 countries, and author of three books, including Digital-First Leadership. linkedin.com/in/bliss



Mandy Edwards is the owner of ME Marketing Services, a digital marketing agency. A graduate of the University of Georgia's Terry College of Business, Mandy has 20+ years of sales & marketing experience.

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Joanne Taylor is a writer and editor based in Sri Lanka. She's fascinated by all things marketing and the intersection of genre fiction and world mythology. Everything comes down to communication and a story well told.

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M Valentina Escobar-Gonzalez Instagram

Valentina Escobar-Gonzalez, MBA, founded Beyond Engagement in 2012 and hasn't slowed down since. She has a passion for helping businesses grow their engagement with customers using social media marketing.

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Julia Bramble is a social media marketing consultant, trainer, and speaker. She works with small businesses and marketing teams. As a former forensic scientist with a Ph.D. in molecular biology, Julia now focuses on the details of human connection.

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Jules Morris is a lecturer of digital and visual marketing in the Haslam College of Business at The University of Tennessee, Knoxville as well as the owner and founder of a top 20 Knoxville marketing and design agency, BombDiggity, LLC. bombdiggity.com



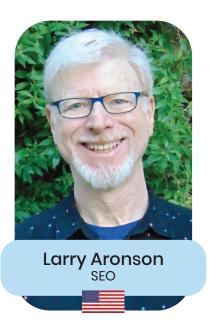
Jeff Tarran is the COO of Gunderson Direct, one of the largest independent direct mail agencies in the U.S. For over 25 years he has helped mailers of all sizes from startups to Fortune 500 companies — start and grow successful mail programs.

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Larry Aronson is a systems analyst and technology consultant based in Midtown Manhattan. He is the author of the first Web development book, the HTML Manual of Style, and is a pioneer of online education and community development.

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Rob LeLacheur is the owner of Road 55. He began his media career in the newspaper industry but left in 2017 to start Road 55. Using the tools of digital, social and traditional media, his company is focused on creating content that connects.

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Mark Schaefer Personal Branding

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Mary Kathryn Johnson is a conversational marketing designer, strategist, and speaker. She helps businesses incorporate many of the Al tools discussed here and trains others how to do so effectively.

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Anna Bravington
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Anna Bravington is a marketing strategist and co-founder of the agency Those That Dare. She is the host of the Crossing The Content Chasm podcast.

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PepperBrooks is a creative marketing strategist who blends empathy with technology, art, and psychology. Through PepperBrooks Media, she collaborates with kind and compassionate brands to elevate inclusive marketing.

pepperbrooks.com

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