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journeys to connect with the humans behind the screen Human Centered Marketing introduces three frameworks to help mid senior level marketers find connect with and convert audiences The book helps you map an audience journey that behaves like a playground instead of a linear funnel evolve the approach to social media to go beyond conversations and instead facilitate and engage with the community and build thought leaders to build trust and move your audience into the future Each chapter includes practical advice to help seasoned marketers shift their strategy and offers tactical implementation recommendations All chapters include real world examples from companies like Adobe Hubspot and Edelman to demonstrate that this shift from the standard playbook actually works

AI for Small Business Phil Pallen,2025-01-14 Artificial intelligence is rapidly changing the world and small businesses are no exception With this essential guide small business owners and entrepreneurs will learn how to use this new technology to automate tasks save time and money make better decisions grow their businesses faster and stay ahead of the AI curve

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evolves If new tools emerge what you learn here will still apply Because true mastery isn't built on trends it's built on solid principles

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