

# **Your Brand, The Next Media Company: How A Social Business Strategy Enables Better Content, Smarter Marketing, And Deeper Customer Relationships (Que Biz-Tech) By Michael Brito**

**By Michael Brito**

Your Brand, The Next Media Company: How a Social Business Strategy Enables Better Content, and Deeper Customer Relationships (Que Biz-Tech):

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Danny Sullivan is the Chief Content Officer at Third Door Media, website that covers broader digital marketing topics including Social Media and Tweet; October 24, 2013; 14 Comments; Guest post by Michael Brito, author of Your Brand: The Next Media Company. There are four fundamental truths shaping today's

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About Lee Odden @LeeOdden is the CEO of TopRank Online Marketing and editor of Online Marketing Blog. Cited for his expertise by The Economist, Forbes and the Wall

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