

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

Book "Your Brand, The Next Media Company" (Michael Strategy Enables Better Content, Smarter Marketing, and Deeper Customer Relationships (Que Biz-Tech))

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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

There is a content surplus and an attention deficit in the minds of consumers today. They are highly influential and aiding others down the purchase funnel using

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Danny Sullivan is the Chief Content Officer at Third Door Media, website that covers broader digital marketing topics including Social Mediaand

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