

## The Marketing Agency Blueprint The Handbook For Building Hybrid Pr Seo Content Advertising And Web Firms By Paul Roetzer Nov 30 2011

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The Marketing Agency Blueprint presents 10 rules for building tech-savvy, hybrid agencies that will disrupt and transform the marketing services industry. Written for agency leaders and professionals-PR, SEO, advertising, content and web-readers are presented with a practical and candid guide to: Generate more qualified leads.

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