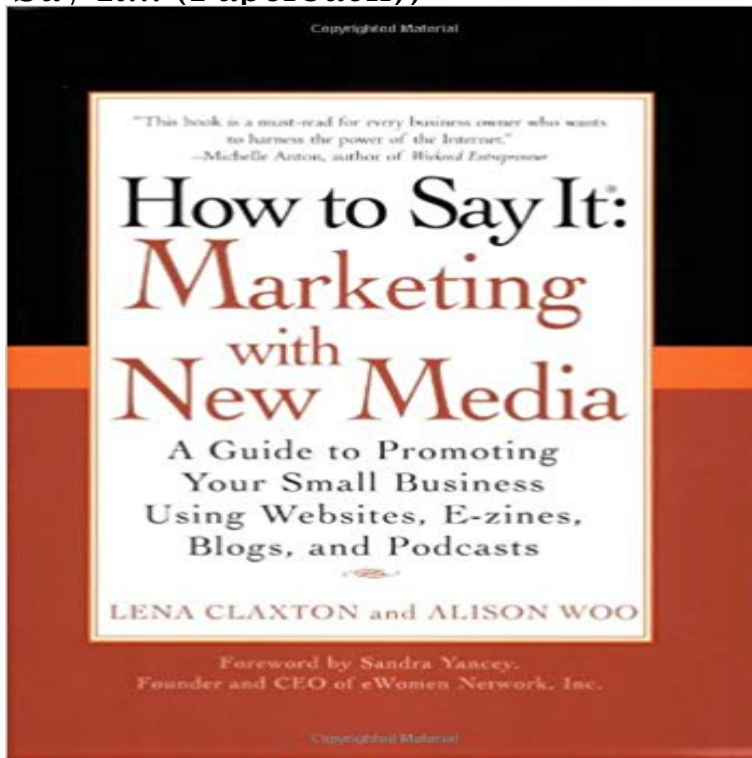


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Read Lena Claxton and Alison Woos posts on the Penguin Blog. The essential resource for building a global community of customers. How to Say It: Marketing with New Media provides business owners with the tools they need to effectively market their company to today's ever-evolving online community. Packed with power words, content templates, practical steps for getting the word out, and the essentials of speaking to the right audience, this book is the key to building a community of loyal customers online. It also offers quick tips for generating website copy, articles, podcast scripts, and blog posts months in advance, so any small business owner can start an online marketing campaign regardless of limited schedules and budgets.

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