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books required for the
class was Social PR
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Brand's News by Lisa
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Buyer opened my eyes
up to things I did not...
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Still, there are a
handful of dark secrets
about social media that
no marketer --
including myself -- likes
to admit. 1. Social
media marketing isn't
free.

Social PR Secrets:

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From a public relations standpoint, it's the equivalent of hosting your 120 Social PR Secrets own talk show and can boost credibility and authority in your industry. I caught up with author, podcaster, and business coach Charlie Gilkey to get the inside scoop on the A, B, C's of podcasting and tapped into his

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