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McGraw-Hill Education - Europe, United States, 2012. Hardback. Book Condition: New. 231 x 150 mm. Language: English . Brand New Book. The secret to movement marketing? Your customers want to make a difference Scott Goodson and his StrawberryFrog colleagues have found the secret to plugging into Purpose with a capital P: find out what moves people to action, then create a way to support and enhance that movement with your product, service, or craft. I call that a winning strategy....

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- Authored by Scott Goodson
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