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Ed Sheeran and surprise guest Taylor

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Swift \"Everything Has Changed\" at MSG  
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And Noting Is Different  
an expert in Viral, Social, and Authentic Marketing which he calls UnMarketing. He was named one of the top 5 social media influencers in the world by Forbes and one of "America's 10 Marketing Gurus" by Business Review USA which is particularly noteworthy because he's Canadian (so he must be a ...

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In Unmarketing Stratten builds on the basic marketing theory, such as the Hierarchy of Buying, but then looks at how Social Media changes everything and

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And changes nothing. This is a central theme, it is still about telling people about a business and about forming relationships, it is just we are doing this in new ways.

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little asides and footnotes initially start off

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And is forever changing how we operate, create, connect, and market. UnBranding is about focus — it's about seeing that within these new strategies, technologies and frameworks fighting for our attention, lay the tried and true tenants of good business — because innovation is nothing but a bright and shiny new toy unless it

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media platforming, unPodcasting, word of mouth, customer service, consumer advocacy, and leadership, with examples of what to do and what not to do from small business right up to worldwide corporations, in areas such as real estate, travel, service, retail, and B2B.

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UnMarketing: Everything Has Changed  
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Alison Stratten Scott Stratten is the  
President of UnMarketing. He is an expert  
in Viral, Social, and Authentic Marketing  
which he calls UnMarketing.

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