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About the Digital Marketing Institute
About the Author Index End User License
Agreement List of Illustrations Figure 1.1
Figure 2.1 Figure 2.2 Figure 2.3 Figure
2.4 Figure 2.5 ... The Art of Digital
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digital marketing? Sun Tzu's The Art of War is a widely studied piece of literature, so communicating its principles from reading it feels a little like learning to drive a car by watching a movie with a car chase in it.. What I'd immediately remembered (from reading it 9-10 years ago) was that the book itself is short and powerful.

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The Data-Driven Art Of Digital

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