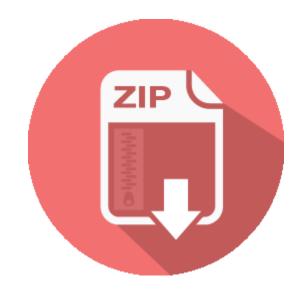
CONTENT MARKETING BOOK



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Editor's Choice The 10 Best Books on Content Marketing

Epic Content Marketing is a business book written by the award-winning content entrepreneur, Joe Pulizzi, a top thought leader at the head of the content marketing movement. Pulizzi draws on his own personal and professional experience, having been acquainted with the term content marketing since 2001, in order to convey how it is possible to find and persuade an audience to engage with a business without having to explicitly ask them to all by creating epic content.

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Content Marketing Books The Ultimate List Curata Blog

To give you some context, I grouped the books into four broad categories: content strategy, content creation, content curation and lead generation. However, many books touch upon several aspects of content marketing, so there will be overlap.

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