



## Content Inc: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses (Hardback)

By Joe Pulizzi

McGraw-Hill Education - Europe, United States, 2015.  
Hardback. Book Condition: New. 231 x 147 mm. Language: English . Brand New Book. The NEW Rulebook for Entrepreneurial Success What s the surest way to startup failure? Follow old, outdated rules. In Content Inc., one of today s most sought-after content-marketing strategists reveals a new model for entrepreneurial success. Simply put, it s about developing valuable content, building an audience around that content, and then creating a product for that audience. Notice a shift? Author Joe Pulizzi flips the traditional entrepreneurial approach of first creating a product and then trying to find customers. It s a brilliant reverse-engineering of a model that rarely succeeds. The radical six-step business-building process revealed in this book is smart, simple, practical, and cost-effective. And best of all, it works. It s a strategy Pulizzi used to build his own successful company, Content Marketing Institute, which has landed on Inc. magazine s list of fastest growing private companies for three years straight. It s also a strategy countless other entrepreneurs use to build their own multi-million dollar companies. Build an audience and you ll be able to sell pretty much anything you want. Today s markets are...



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