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vignettes and interviews with renowned communicators for insightful alternate views on what makes a successful marketer. Authors Gil & Anya Gildner are the cofounders of Discosloth, a search marketing company that has worked with brands like Volvo, MSF, AirTreks, and have been featured in Inc Magazine, the New York Times, Arkansas Business, the Washington Post, and more. They regularly speak at industry conferences and conduct corporate & academic training seminars.

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