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Content Inc How Entrepreneurs Use

The concept behind Content, Inc., is using content to build an audience BEFORE you have anything to sell them. You can then learn about your audience, their pain points, and the solutions that they would really pay money for.

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Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses by Joe Pulizzi was chosen by Soundview Executive Book Summaries as one of the Top Business Books of 2016. THE SOUNDVIEW OVERVIEW: What's the surest way to startup failure? Follow old, outdated rules.

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Content Inc - How Entrepreneurs Use Content to Build Massive Audienceand Create Radically Successful Businesses. A recommended read from Contractize team.

Content Inc. - How Entrepreneurs Use Content to Build ...

A CONTENT INC EMPIRE It's been an interesting ride in preparation for my latest book, Content Inc: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses. At the start, my plan was simply to talk about how entrepreneurs and start-ups (myself included) used content to build a new business.

6 STEPS TO BUILDING A CONTENT INC EMPIRE

How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses. By: ... Content Inc. provides everything you need to reverse engineer the traditional entrepreneurial model for better, more sustainable success. ©2016 Joe Pulizzi (P)2016 Joe Pulizzi.

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Content Inc. : How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses, Hardcover by Pulizzi, Joe, ISBN 125958965X, ISBN-13 9781259589652, Brand New, Free shipping in the US. The NEW Rulebook for Entrepreneurial Success. What's the surest way to startup failure? Follow old, outdated rules.

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The pre-formation stage of 30 ventures co-founded by a star-scientist-entrepreneur is analysed. 363 co-invented US patents granted are matched to 1476 co-authored publications and to these 30 ventures. • Dynamic capabilities theory is extended to show how a star-scientist-entrepreneur senses, shapes, and seizes opportunities.

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