

**Content Marketing: Think Like A Publisher - How To  
Use Content To Market Online And In Social Media  
(Que Biz-Tech) By Rebecca Lieb**

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Content is the present and future of marketing. Go back and read the content marketing definition one more time, but this time remove the relevant and valuable.

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Publisher: Que (May 14, 2012) | 320 pages "Social Media ROI:

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Content Marketing Marketing Content Gets Bad Reviews From CMOs CMOs complain their thought leadership is neither engaging nor authoritative, and fails to

### **Content marketing: think like a publisher, act**

Thriving in today's content-driven online marketing world, demands that you think like a publisher. That's the battle cry among content marketers.

## **What does the term " content marketing" mean to**

I m really curious. Without Googling the definition, when you hear the term content marketing , what does it make you think about? How would you describe it in

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