

The Marketing Agency Blueprint Handbook For Building Hybrid Pr Seo Content Advertising And Web Firms Paul Roetzer

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If you are either looking to start your own agency or restructure your existing firm, Paul Roetzers book, The Marketing Agency Blueprint, will be a big help. Paul is a small agency owner. He is the founder and CEO of PR 20/20 established in 2004.

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marketing plan created according to the specifications in this handbook ("Marketing Plan") by the Marketing Agent for each Project. The Marketing Plan must comply with the Marketing Handbook and other Project requirements and must be approved by the Agency before marketing can begin. 1-3 Revisions This handbook includes policies effective ...

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