



# **Inside Content Marketing: EContent Magazine's Guide to Roles, Tools, and Strategies for Thriving in the Age of Brand Journalism**

*Theresa Cramer*

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Marketers and brands are eager to cash in on the content marketing craze, but as *EContent's* Theresa Cramer points out, relatively few firms are doing it well. In this book, Cramer's savvy guidance demystifies the discipline and presents tactics and strategies that are working today. Cramer offers definitions and background, highlights minefields and misfires, and describes exciting new roles and opportunities for marketers, publishers, and journalists. *Inside Content Marketing* is more than a how-to guide—it's engaging and perceptive.

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