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a no nonsense take no prisoners plan for earning positive return on your email marketing they say email is dead baloney 94 of americans use email passionate social networkers use email more not less mobile email is huge email offers marketers more opportunities than ever opportunities to guide customers from consideration and trial to repeat purchase loyalty even advocacy but email has changed email users have changed to get breakthrough results you must break the rules whether you re b2b or b2c fortune 500 or startup this is a complete no nonsense plan for transforming your email marketing discover radically better ways to handle every facet of your campaign lists from names subject lines calls to action social network integration everything learn how to discover

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