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is well-done, and spends at least as much time on the whys of Facebook marketing as the how-tos. That dedication to offering a firm grounding in the very basics of marketing is what manages to keep it relevant, despite the fact that (less than a year after publication) a good deal of its FB pointers are obsolete due to the rollout

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is also co-founder of Samepoint, LLC, a leading social media analytics company. He brings more than 20 years of experience to his roles at both companies. Mr. Krueger previously served as Chief Marketing Officer for Boonty, Inc.,

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