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## BRAND BUILDING IN A DIGITAL, SOCIAL AND MOBILE AGE.: BASED ON THE TOP 10 MOST SOCIALLY SHARED IDEAS ON HOW MARKETING ORGANIZATIONS CAN SUCCEED IN A DIGITAL AGE

**BRAND BUILDING**  
in a  
**DIGITAL, SOCIAL  
+ MOBILE AGE**

BASED ON THE TOP 10 MOST SOCIALLY SHARED  
IDEAS ON HOW MARKETING ORGANIZATIONS  
CAN SUCCEED IN A DIGITAL AGE.

BY JOEL RUBINSON



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- Authored by Joel Rubinson
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