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Tracy L. Tuten, Ph.D., is a professor of marketing and author of several books including co-author of the award-winning textbook, *Social Media Marketing*. Her first book, *Advertising 2.0: Social Media Marketing in a Web 2.0 World*, was followed by others on using social media and digital marketing for the enterprise, and the book, *Advertisers at Work*, which features interviews with luminaries in ...

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