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Youtility: Why Smart Marketing is About Help, Not Hype by Jay Baer, 9781591846666, available at Book Depository with free delivery worldwide.

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Youtility: Why Smart Marketing is About Help Not Hype Pub. Date: 6/27/2013 Publisher: Penguin Publishing Group. Customers Who Bought This Also Bought.

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Jay Baer is a digital marketing expert and the author of Youtility: Why Smart Marketing Is about Help Not Hype. UserTesting invited him to present the ideas behind

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Jay Baer is a hype-free social media and content strategist & speaker, and author of Youtility: Why Smart Marketing is About Help not Hype. Jay is the founder of http

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