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By Heather Robinson

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.Be different, be the expert, be a blogger! Building and maintaining a blog should be part of every business marketing strategy, but, as a busy business owner wearing many hats, where do you begin? This pocket-sized guide will take you through the basics from choosing and installing software to creating a long term content plan that will build an audience for your blog and turn your readers into advocates and loyal customers.



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