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McGraw-Hill Education - Europe, United States, 2015. Hardback. Book Condition: New. 231 x 147 mm. Language: English . Brand New Book. The NEW Rulebook for Entrepreneurial Success What's the surest way to startup failure? Follow old, outdated rules. In Content Inc., one of today's most sought-after content-marketing strategists reveals a new model for entrepreneurial success. Simply put, it's about developing valuable content, building an audience around that content, and then creating a product for that audience. Notice...

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- Authored by Joe Pulizzi
- Released at 2015



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