



# Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less (Business Books)

By Joe Pulizzi

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## Reach more customers than ever with TARGETED CONTENT

*Epic Content Marketing* helps you develop strategies that seize the competitive edge by creating messages and “stories” tailored for instant, widespread distribution on social media, Google, and the mainstream press. It provides a step-by-step plan for developing powerful content that resonates with customers and describes best practices for social media sharing and search engine discoverability.

**Joe Pulizzi** is a content marketing strategist, speaker and founder of the Content Marketing Institute, which runs the largest physical content marketing event in North America, Content Marketing World.

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### Editorial Review

#### Review

"This is a brilliant canter through the rapid and ever changing world of content marketing."

**-JONATHAN MILDENHALL, VP of Global Advertising Strategy and Creative Excellence at Coca-Cola**

"Joe Pulizzi may know more about content marketing than any person alive. He proves it in these pages."

**-JAY BAER, NYT Best-Selling Author of Youtility**

"Listen to this guy. He really understands the new world of marketing."

**-DON SCHULTZ, Professor Emeritus at Northwestern University's Medill School of Journalism**

"As Joe shows us in his wonderful Epic Content Marketing, you must unlearn interrupting people with your nonsense. Instead, publish the valuable content they want to consume and are eager to share."

**-DAVID MEERMAN SCOTT, bestselling author of The New Rules of Marketing and PR.**

"If you truly want to be successful at content marketing, Pulizzi is one of the few who can show you the way."

**-MITCH JOEL, President Twist Image**

"Joe Pulizzi has made me a content believer!"

**-KATHERINE BUTTON BELL, Vice President & Chief Marketing Officer Emerson**

"Joe Pulizzi is the godfather of our burgeoning profession of Content Marketing. He lays out the objectives, principles and core strategies of our field in a way that's easy-to-understand, inspiring and entertaining."

**-JULIE FLEISCHER, Director, Media & Consumer Engagement at Kraft Foods**

"For those organizations struggling to create a content marketing program that drives results, Joe delivers. Again."

**-ANN HANDLEY, Chief Content Officer, MarketingProfs**

"Epic Content Marketing gives all the details practitioners need without over-complicating."

**-PROFESSOR JOANN SCIARRINO, Knight Chair, Digital Advertising and Marketing, UNC Chapel Hill**

#### About the Author

Joe Pulizzi is the "godfather" of content marketing. He's the founder of the Content Marketing Institute, Content Marketing World, the largest in-person international content marketing event, and Chief Content Officer magazine. Joe has spoken at more than 200 locations and 10 countries advancing the practice of content marketing. Joe also writes one of the most popular content marketing blogs in the world.

[EpicContentMarketing.com](http://EpicContentMarketing.com)

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