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By Lena Claxton



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<http://en.wikipedia.org/wiki/Marketing>

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Alison Woo and Lena Claxton are new media experts for the premier Forbes.com business and financial network. Lena Claxton

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Alex Honeysett is a Marketing & Brand Strategist who believes the secret to marketing success is not to sell your soul, What to Say and How to Say It:

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Alison Woo - Penguin Books USA -

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How to Say It: Business to Since 2007, Geoffrey has written a daily blog about sales, marketing and success that has appeared on BNET, CBSi and currently on Inc.com.

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