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SAGUARO BOOKS RADIO HOUR



WITH MARY NICKUM **SB**

Saguaro Books Radio Hour
Monday at 11 AM Pacific
March 11th 2019: Second Segment on Marketing

Good Morning and welcome to the second segment on Marketing. I will talk more in depth on marketing, publicity and promotion. If you heard last week's show, you know the differences between those terms; if you missed last week's show, be sure to listen to the taped version of the show on the VoiceAmerica website.



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