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The Wellness Lounge – A Step Further Archives Available

January 19th 2015: **Return on Relationship™: The New Measure of Success**

Return on Relationship™: The New Measure of Success– will be our discussion topic at The Wellness Lounge, A Step Further 9 a.m. E.S.T. Monday when guest host Jade Gunver welcomes guest Ted Rubin to the show. Ted Rubin is a leading Social Marketing Strategist, Keynote Speaker, Brand Evangelist, and Acting CMO of Brand Innovators. Social media is quickly becoming a way of life... and a way of business as more and more companies are realizing they need to integrate social media into their marketing strategies. Most measurements and empowerment stats that are used with regard to relationships (i.e.

[Read more](#)



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Featured Guest



Ted Rubin

Ted Rubin is a leading Social Marketing Strategist, Keynote Speaker, Brand Evangelist, and Acting CMO of Brand Innovators. In March 2009 he started using and evangelizing the term ROR, Return on Relationship, hashtag #RonR.

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