

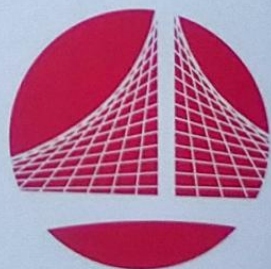
CONTENT

TO

ENGAGING CONSUMERS
ACROSS PAID,

COMMERCE

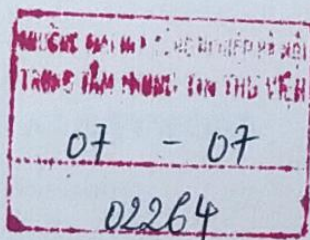
OWNED, AND
EARNED CHANNELS



AVI SAVAR

WILEY

*To my wife and daughter, who inspire me every day.
Without them, nothing is possible.*



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