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a powerful marketing operation in place that really delivers for your business. That is, marketing that delivers real sales results. In the long term. It is often in the marketing or sales guru's interest to convince you that they are the practitioner of some sort of dark art, and that you need to spend a fortune (with them) to do it.

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Ellen Carroll is a strategic PR, communication and marketing consultant with over 22 years of experience. She helps businesses and people step out of the shadows - creating opportunity,

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Coming soon... We will soon be releasing the first in a series of Watertight Marketing Best Practice Guides. Keep an eye out for them!

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