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Social Media Marketing 107 Social Media
Concerns 108 Effective Social Media
Engagement 110 Social Networks as
Marketing Channels 118 CHAPTER 9
Personal Selling 123 Traditional
Relationships between Sales and

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Marketing 124 Bottom-Up Marketing 126
Changes in the Sales Distribution Model
130 Marketing Support Across the Sales
Cycle 132

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products are not the same as consumer products and services, and as a result, they need to be marketed differently.

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Gary Silverman, CFP®, is the owner of a fee-only financial planning and investment advisory firm in Wichita Falls, Texas.

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