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Tracy L. Tuten, Ph.D., is a professor of marketing and author of several books including co-author of the award-winning textbook, Social Media Marketing. Her first book, Advertising 2.0: Social Media Marketing in a Web 2.0 World , was followed by others on using social media and digital marketing for the enterprise, and the book, Advertisers at Work, which features interviews with luminaries in the field.

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Tracy L. Tuten, Ph.D. is an expert in marketing strategy, digital and social media marketing, marketing research, and branding.

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