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He co-founded an award-winning PR consultancy at the

end of the 90s, selling it to W2 Group, a Massachusetts based marketing services group, to become the European HQ of W2's PR company, Racepoint. Philip authored The Social Web Analytics eBook 2008 , and the digital marketing chapter of The Marketing Century , a book celebrating the centenary of the Chartered Institute of Marketing.

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FOREWORD This book will make practitioners in marketing, PR, advertising, communications, and any professional with the word digital in his title uncertain about the future of his discipline. Philip Sheldrake - Selection from The Business of Influence: Reframing Marketing and PR for the Digital Age [Book]