

Get Back In The Box: How Being Great At What You Do Is Great For Business By Douglas Rushkoff

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thing you really do best (hint: It's the business you Douglas Rushkoff is a professor of communications at New York University whose book, Get Back in the Box

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Ernie is one of the most lauded creative directors in the advertising business Douglas Rushkoff's 2005 book GET BACK Box: How Being Great at What You Do

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What is the promise you are making to your

What Is the Promise You Are Making to Your Audience? Just as a great brand represents a promise to a as Douglas Rushkoff wrote in Get Back in the Box,

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