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provides a view of the evolution of marketing for professionals since 1977.

Isaac M. O'Bannon • Feb. 22, 2012

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MARKETING 3.0

Its evolution, its future, and how to thrive with it

Foreword by
Bruce MacEwen (Adam Smith Esq.)

Introduction by
Michelle Golden (Golden Practices Inc.)

The ability to compete aggressively, enabled in 1977 by the U.S. Supreme Court, has

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the evolution of the professional firm, foretells the future of both, and the opportunity to profit in it," he noted.

"We see new kinds of firms, with new configurations, developed to improve productivity and client service," he says. "We see new attitudes by the accountants and the attorneys, and new relationships between the practice professionals and the marketing professionals."

The book includes a [foreword by Bruce MacEwen, of Adam Smith Esq.](#), and an [introduction by Michelle Golden of Golden Practices Inc.](#) *Professional Services Marketing 3.0*, is available at leading retailers, including [Amazon](#), or directly [from the publisher at the lowest price available](#). Complete information about the book and the author's blog can be found at <http://psm3dot0.com>.

Marketing

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