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The No BS Guide to Integrated Marketing Communications

DAN KENNEDY. Dan is a multimillionaire serial entrepreneur, strategic advisor, and direct marketing consultant, one of the highest compensated direct-response copywriters in the world, and the author of the No B.S. business book series and editor of six marketing-related newsletters. He influences more than one million business owners annually, and has a long track record of taking entrepreneurs to seven-figure incomes and multi-millionaire wealth.

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Presenters. Lee Odden is a marketing strategist, author, speaker, and CEO of TopRank Marketing, a digital marketing agency serving some of the top B2B brands in the world with an integrated mix of content, search, social, influencer marketing and advertising. Cited by The Wall Street Journal, The Economist, and Forbes for his marketing expertise, Lee has evangelized a customer-centric approach ...

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Dan S. Kennedy is the provocative, truth-telling author of seven popular No B.S. books, thirteen business books total; a serial, successful, multi-millionaire entrepreneur; trusted marketing advisor, consultant and coach to hundreds of private entrepreneurial clients running businesses from \$1-million to \$1-billion in size; and he influences well over 1-million independent business owners annually

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