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Margot Bloomstein (@mbloomstein) is the author of Content Strategy at Work: Real-World Stories to Strengthen Every Interactive Project (Morgan Kaufmann, 2012) and

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Margot Bloomstein is the principal of Appropriate, Inc., a brand and content strategy consultancy based in Boston. For more than a decade, she's partnered with

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May 01, 2014 AIGA Maine hosted content strategist Margot Bloomstein, author of Content Strategy at Work: Real World Stories to Strengthen Every Interactive Project

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