

# Content Strategy At Work: Real-world Stories To Strengthen Every Interactive Project By Margot Bloomstein

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Work: Real-world Stories to Strengthen Every Content Strategy Consortium, Margot speaks internationally about enriching interactive engagements with content

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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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author of Content Strategy at Work: Real World Stories to Strengthen Every Interactive Project Margot Bloomstein is the author of Content Strategy at Work:

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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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in Boston led by Margot Bloomstein. embrace content strategy on every interactive project. at Work: Real-World Stories to Strengthen Every

### **Content strategy gets to work at aiga maine -**

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

### **Margot bloomstein - book signing | schedule |**

Margot Bloomstein will appear at the South by Bookstore to sign copies of Content Strategy at Work: Real-world Stories to Strengthen Every Interactive Project

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