

**The Marketing Agency Blueprint: The Handbook For
Building Hybrid PR, SEO, Content, Advertising, And
Web Firms By Paul Roetzer**

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If you are either looking to start your own agency or restructure your existing firm, Paul Roetzer's book, The Marketing Agency Blueprint, will be a big help.

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Nice post Meghan. I agree that The Marketing Agency Blueprint is an excellent read. I really embrace the Hybrid Agency concept and agree that today's Inbound

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