



# Connected Culture: The Art of Communicating with the Digital Generation.

*Jerry Allocca*

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**Connected Culture: The Art of Communicating with the Digital Generation.** Jerry Allocca

*Connected Culture* is a powerful resource that demonstrates how to leverage the new and interactive communications tools that your customers use every day. It will make a proven difference in the way your organization connects with the world.

Brought to you through real life experience in the successful implementation of digital media and filled with eye-opening statistics from the field, *Connected Culture* is a unique, step-by-step playbook on marketing in the digital age.

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