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Dan Zarrella is the award-winning social media scientist at HubSpot and author of three books: Zarrella s Hierarchy of Contagiousness, The Social Media

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Dan Zarrella The Social Media Marketing Book Category: Social Media for Business Publisher: O'Reilly Media; 1st edition (November 25, 2009) Language: English

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Dan Zarrella, a self-described social media marketing & viral marketing scientist lives at the intersection of social marketing and web development.

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