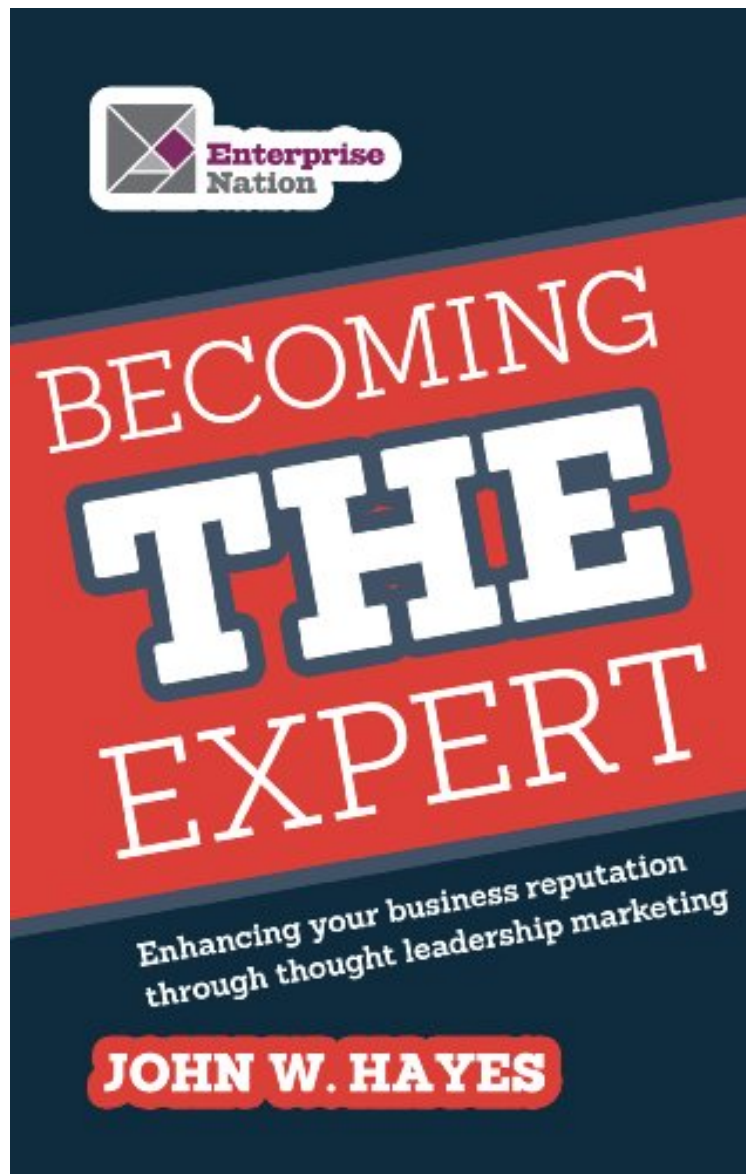


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## Becoming THE Expert: Enhancing Your Business Reputation through Thought Leadership Marketing

*John W. Hayes*

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This is a powerful book if used to its full potential, and is something that should be on the Kindle or iPad of all entrepreneurs. Use these techniques and there is a good chance that you will benefit from them. - Startup Business Book sAbout the AuthorJohn W. Hayes has been helping small and medium-sized companies develop their business strategies online for almost as long as the Internet has been in the general public's consciousness. Working alongside some of the biggest names in ecommerce and online marketing (including , eBay and Google), he has dedicated much of his career to demystifying the web and highlighting opportunities for real world businesses to grow. As the author of numerous white papers, blog posts and guest editorials across a wide range of trade and mainstream publications he is widely recognised as an influential Thought Leader in the SME online marketing arena. In his first book, Becoming THE Expert: Enhancing Your Business Reputation through Thought Leadership Marketing, he shares his tips and tactics for positioning yourself as an industry expert and building your business on the back of a solid campaign of Thought Leadership Marketing.