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Ardath Albee, B2B Marketing Strategist and CEO, Ardath has written two books about her obsession, Digital Relevance and eMarketing Strategies for the Complex Sale.

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Ardath Albee is CEO and B2B marketing strategist for her consulting firm Marketing Interactions, Inc. She uses over 20 years of business management and marketing

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I first learned of Ardath Albee by reading her blog, and it was obvious she understands the full implication of Web 2.0 and the interconnection and alignment between

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