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Boettcher, author of Content Everywhere: Strategy and Structure for Future-Ready Content. Sara, a frequent conference speaker, runs a content strategy consultancy, and is the co-author of Design for Real Life.

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Thursdays, 12-12:45PM EDT... Boettcher

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together, and design a product page  
with an image and caption, a short  
description of the product, and then a  
call to action.

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Wachter-Boettcher, S., Lotta-Lamm, E.  
2012, Content Everywhere: Strategy and  
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