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Jay Baer is a hype-free social media and content strategist & speaker, and author of **Youtility: Why Smart Marketing is About Help not Hype**. Jay is the founder of http
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Jay Baer is a digital marketing expert and the author of Youtility: Why Smart Marketing Is about Help Not Hype. UserTesting invited him to present the ideas behind

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Jay Baer's new book, Youtility: Why Smart Marketing Is about Help Not Hype, comes out this week. As one of the marketers who received an advance

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