

# Digital Doesn't Matter: (and Other Advertising Heresies) By Josh Sklar

**By Josh Sklar**

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Josh Sklar is the author of Digital Doesn't Matter (4.00 avg rating, 2 ratings, 1 review, published 2014) and Digital Doesn't Matter (0.0 avg rating, 0 r register;

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Digital Doesn't Matter: (and other advertising heresies) 7 Jul 2014. by Josh Sklar and John Lambie. Paperback. by George Sklar and William Kozlenko.

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In fact, it doesn't stop at the obvious; On the other end, conversations on marketing have broadened their reach well beyond personal blogs to Facebook,  
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Scott always said that being the VP of Marketing for a company that helps small business owners was his dream job to be honest, working with Scott was a dream for me.  
<http://scottsocialmediaallen.com/digital-doesnt-matter-reinventing-the-advertising-industry-why-i-love-this-idea/>

Austin Project Seeks to Reinvent the Advertising production for other people's ideas, Sklar, Austin, Digital Doesn't Matter, Heresy, John  
<http://www.siliconhillsnews.com/2013/02/12/austin-project-seeks-to-reinvent-the-advertising-industry/>

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By Josh Sklar, a global advertising creative who Growing up in it doesn't mean They applied the studied practices of marketing to digital environments and  
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helping professionals like Barry Wong (Digital Doesn't Matter by Josh Sklar) on the advertising industry Digital Doesn't Matter: (and other  
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Is the ad industry to follow? Josh Sklar (@chiefheretic) is president of Heresy and author of Digital Doesn't Matter (and other advertising heresies)

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