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Forewords by **KEVIN KELLY**, co-founder of *Wired*; and **DOUGLAS RUSHKOFF**, professor and author of ten best-selling books including *Coercion*, winner of the Marshall McLuhan Award for best media book.

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FOREWORDS BY KEVIN KELLY AND DOUGLAS RUSHKOFF

"If you want ink and airtime for your book, you need to know how the System works. David Mathison's **BE THE MEDIA reveals the secrets.**"

- Dan Poynter: Author and Publisher, The Self-Publishing Manual (15th Edition)