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Engagement and Trust: Keys to Content  
Marketing

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2019

## Award Metadata - Engagement and Trust: Keys to Content Marketing

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## Award Metadata: Engagement and Trust: Keys to Content Marketing

<b>Project Title</b>	Engagement and Trust: Keys to Content Marketing
<b>Principal Investigator</b>	Matthew Isaac
<b>Co-Principal Investigator(s)</b>	N/A
<b>College, School, or Division</b>	Albers School of Business & Economics
<b>Funder</b>	Marketing Science Institute
<b>In Collaboration With</b>	N/A
<b>Funder Type</b>	Private
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<b>Award Amount</b>	\$4,500.00