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A few years ago, many people were talking about convergence. Not so much now. In February of this year, I read [Converge: Transforming Business at the Intersection of Marketing and Technology](#) (Affiliate link), to satisfy the requirement of the Read the World Extreme Reading Challenge to read a book that blends



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Bob applies principles from his most  
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As CEO of AOL  
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religion around convergence, telling the story throughout your organization and inspiring your workforce to believe in its importance.

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