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om. Richard Krueger is  
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John Haydon is a leader in helping nonprofits use Facebook to market their causes, conduct online fundraising, and enhance their brands.

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where he provides  
strategy and training on  
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Marketing For Dummies guides, this one is well-done, and spends at least as much time on the whys of Facebook marketing as the how-tos. That dedication to offering a firm grounding in the very basics of marketing is what manages to keep it relevant, despite the fact that (less than a year after publication) a good deal of its FB pointers

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