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HUBSPOT: INBOUND MARKETING AND WEB 2.0

INTRODUCTION:

ANALYZING A CASE FROM HUBSPOT

WHICH IS AN INBOUND MARKETING AND SALES SOFTWARE COMPANY IT IS QUITE CLEAR AND EASILY UNDERSTANDABLE ABOUT HOW WEB 2.0 TECHNOLOGY STANDS REMAINS UNTOUCHED TO REVOLUTIONIZE THE MARKETING PRACTICES.



NATURE. 0 ERA

**WEB 2. 0, WHICH INCLUDES THE
PRODUCTION OF MOST CONTENT BY
USERS, SOCIAL NETWORKING AND
INTERACTIVE PLATFORMS OVERPOWERED
TRADITIONAL MARKETING.**

THE CASE SOLUTION

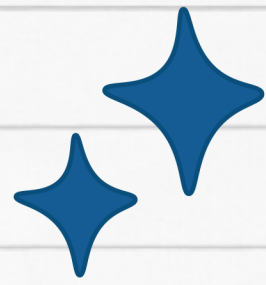
**THE STRATEGY OF THE CASE SOLUTION
IS PRESENTED ON THECASESOLUTIONS.**

**AS DISPLAYED IN COM HUBSPOT'S
STRATEGIC DECISIONS, CHALLENGES
AND SUCCESS HAVE BEEN
COMPREHENSIVELY ANALYZED.**

CONCLUSION



EXPLORING THE CASE OF HUBSPOT, IT IS POSSIBLE TO CAPTURE THE POTENTIAL OF THE INBOUND MARKETING CONCEPT AND THE PRINCIPLES OF WEB 2.0 TECHNOLOGIES.



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