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Nir Eyal's book, culled from years of behavioral design research, is a must read and one of the best

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John Jantsch appeared on The Marketing Book Podcast to discuss his latest book, The Self-Reliant Entrepreneur. This is Jantsch's sixth book, and while the others have been focused on marketing strategy and tactics, this book is designed to be a daily devotional for entrepreneurs of all stripes who are looking for guidance in running their business and living their life.

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