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Emanuel Rosen

Emanuel Rosen is the author of the national bestseller "The Anatomy of Buzz" (Doubleday, 2000). His latest book, "Absolute Value" (with Stanford professor Itamar Simonson), won the 2016 American Marketing Association Best Book Award.

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Emanuel was previously vice president, marketing, at Niles Software, where he launched the company's flagship product, EndNote. Rosen is a dynamic speaker who has Emanuel Rosen is the author of the national bestseller "The Anatomy of Buzz" (Doubleday, 2000).

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