



# Finally Human: Using Digital Media to Restore Culture and Better Our World.

*Bob Hutchins*

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How does marketing and advertising impact the human spirit in a noisy, content-saturated world? Better question: How should it? As brands, businesses, and organizations, how do we turn something as uninteresting or even at times offensive as "advertising" into an enriching experience for our audience? How can we use our digital tools and social environment to restore people-leaving them better than we found them? Finally Human explores these questions and offers solutions through proven strategies and thoughtful case studies. With the tools in this book, you will learn how to enhance the humanity of those around you, while also communicating your brand's message in a powerful and irresistible way that resonates with your audience.

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