

SETH GODIN Beat Mediocrity!

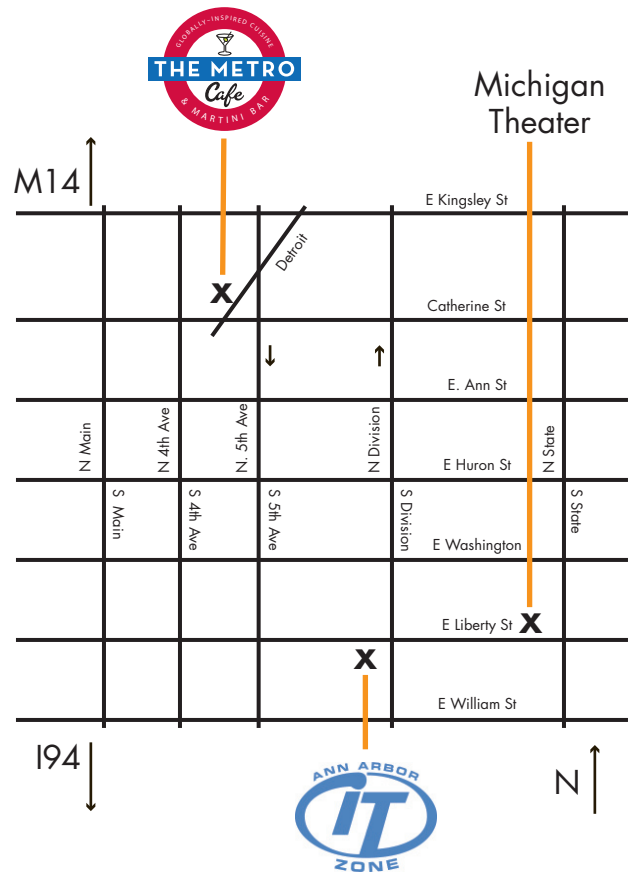
"The Ultimate Entrepreneur for the Information Age" Business Week.

Presented by:

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Schedule of Events:

- 2:00 P.M. Doors Open
 - 2:00 - 3:00 John Beilein - Meet UM Men's Basketball Coach
 - 3:00 - 4:30 Seth Godin Speaks on His Newest Book 'The Dip'
 - 4:45 - 5:45 Book Signing at Ann Arbor IT Zone, 330 E. Liberty
 - 5:45 - 7:00 Marketing Roundtable Event - At the ITZone
New Marketing Panel Discussion
- Presenters: Derek Mehraban Ingenex Marketing Consultants
Ed Vielmetti Pure Visibility
Catherine Hayes Inner Circle Media
Jack Bowen Channel Vantage
- 5:00 - ? After Glow at the Metro Cafe w/Outdoor Patio & Jazz Pianist
Happy Hour until 6:30:
\$1 off Wine \$2.75 for draft beer 25% off appetizers
\$4 Mussels Revolving selection of 4 types of martinis at \$4 each



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