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Who you surround yourself with matters.

# MARIAN SALZMAN ON AGILE PR

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[Marian Salzman](#) is the CEO of [Havas PR, U.S.](#) Named one of the world's top five trendspotters (bringing the term "metrosexual" to the world in 2003), Marian is one of the most-awarded female public relations executives in North America. Prior to joining Havas PR and the Global Collective, Marian was the Chief Marketing Officer (CMO) at Porter Novelli, CMO at JWT Worldwide, and Chief Strategy Officer at Euro RSCG Worldwide.

Author or coauthor of many books, her latest (written with the Havas PR team): [Agile PR: Expert Messaging in a Hyper-Connected, Always-On World](#) is now available.

Next week's guest is [Ryan Foland](#), Managing Partner, InfluenceTree.



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