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# Redefining Social: A Thousand True Fans



**John Lawson**

Chief Executive Officer,  
Colder Ice Media (Atlanta, GA)

**MARKETING  
AGENCY  
LEADERSHIP**  
WITH ROB KISCHUK

[Takeaways For Marketers From A Conversation With Coke's Chief Technologist](#)



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A Thousand  
True Fans**

**John Lawson** Chief Executive Officer,  
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