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NEW YORK, April 25, 2012 /PRNewswire/ --Educating your customers and prospects by sharing expertise and insight is at the heart of content marketing. According to a recent article by Joe Pulizzi, "Lethal Generosity: The Key to Your Online Content Strategy," doing so on a consistent basis – and even divulging marketing secrets in the process– is a must to strengthen your competitive advantage.

The article, now available on PR Newswire's small business resource center, discusses the shift away from the traditional thinking that marketers should hide competitive information and why sharing your 'secret sauce' could positively impact your position as an industry expert.

PR Newswire's newly enhanced PR Toolkit is a comprehensive resource that provides small businesses and entrepreneurs the tools to develop an affordable public relations plan that helps them increase search engine rankings, generate interest from potential customers, engage with key audiences and grow their businesses. The toolkit features relevant content such as informative white papers, interactive webinars and how-to articles and premium access to educational resources, as well as the opportunity to take advantage of special offers designed specifically for small businesses. To request information on how PR Newswire can help your small business, click here. You can receive updates on new PR Toolkit content by following @prnsmallbiz on Twitter.

About PR Newswire

PR Newswire (www.prnewswire.com) is the premier global provider of multimedia platforms that enable marketers, corporate communicators, sustainability officers, public affairs and investor relations officers to leverage content to engage with all their key audiences. Having pioneered the commercial news distribution industry 58 years ago, PR Newswire today provides end-to-end solutions to produce, optimize and target content — from rich media to online video to multimedia — and then distribute content and measure results across traditional, digital, mobile and social channels. Combining the world's largest multi-channel, multi-cultural content distribution and optimization network with comprehensive workflow tools and platforms, PR Newswire enables the world's enterprises to engage opportunity everywhere it exists. PR Newswire serves tens of thousands of clients from offices in the Americas, Europe, Middle East, Africa and the Asia-Pacific region, and is a UBM plc company.

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