

June Issue | Sealing the Deal



THE MARKET OR MANAGEMENT— WHICH COMES FIRST?

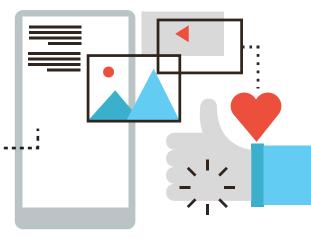
A modern-day chicken-or-egg question.

38 FIND WHAT WORKS, STICK TO IT

Alabama cattleman boosts bottom line with AngusLink.

41 SEVEN SAVVY SOCIAL MEDIA STRATEGIES

Complement print marketing efforts with extra reach through social media.





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ON THE COVER

Photo by Karen Hiltbrand, American Angus Association

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The American Angus Association and Agriculture Future of America are helping pass the torch to future generations of agriculturists.

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Always Angus: Celebrating historic herds and Angus heritage.



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