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The Art and Science of Marketing Communications: A Roadmap for Emerging Managers

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An article titled "[The SEC's New Investment Adviser Marketing Rule: Merging and Modernizing Advertising and Solicitation Regulation](#)" written by Genna Garver, a partner with Troutman Pepper, is referenced in the *Alternatives Watch* article, "The Art and Science of Marketing Communications: A Roadmap for Emerging Managers."

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