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Trip*i* Associates Launches Short-Term Staffing Unit

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Direct and interactive marketing firm Karen Trip*i* Associates has launched a new division that specializes in finding marketing professionals for [contract](#), [freelance](#) and [short-term](#) project positions.

The new division reflects the direct marketing community's need to find alternative staffing possibilities, according to a company statement. The unit, which operates out of the parent company's New York City headquarters, will place both short-term employees as well as consultants.