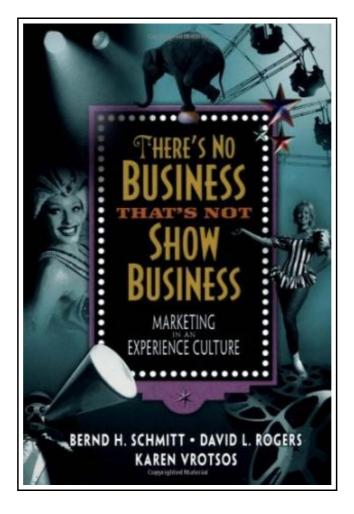
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Reviews

It is really an remarkable book which i have ever go through. It can be writter in simple terms and not difficult to understand. I am just effortlessly can get a enjoyment of reading a composed pdf. (Dr. Lily Wunsch II)

THERE S NO BUSINESS THAT S NOT SHOW BUSINESS: MARKETING IN AN EXPERIENCE CULTURE (HARDBACK)



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Pearson Education Limited, United Kingdom, 2003. Hardback. Book Condition: New. 234 x 157 mm. Language: English . Brand New Book. Say goodbye to business as usual --to succeed today you need show business! How do you market in today s experience culture --as conventional advertising grows increasingly ineffective, and customers grow increasingly independent? Companies and brands from Altoids to Volkswagen have discovered the answer: bring show business into your business! There s No Business That s Not Show Business demonstrates how to use show biz techniques to cut through the clutter, engage your customers personally, differentiate your product or brand--and create real, long--term value. These techniques can be adapted for any product, service, or market--consumer or B2B. You ll learn how to clearly identify strategic objectives and expected outcomes; target your high--value customers; ensure that show biz marketing promotes your core brand message; extend your impact via PR and CRM; and, above all, achieve quantifiable results.* The right show, the right media, the right venue *Choose, invent, and re--invent media around your unique marketing needs *Keeping your show on brand *Drive your core branding message: don t distract from it *Shows for customers, with customers, and by customers *Use show business to strengthen all your customer relationships *Integrating show business and leadership *Persona, myth, and ethos: shape the experience of your own company *Not just show: business *Practical measurements, credible budgets, real ROI Show biz techniques that cut through market clutter--and delight and engage your customers! *Building experiences that engage, surprise, and dazzle your customers *Tying show biz marketing to measurable business goals *Breakthrough techniques for consumer, B2B, even internal marketing initiatives *Mobile marketing, street evangelism, customer events, theater, and much more *Altoids to Oracle, Volkswagen to Victoria s Secret: new case studies in experiential marketing Customers today are more...

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