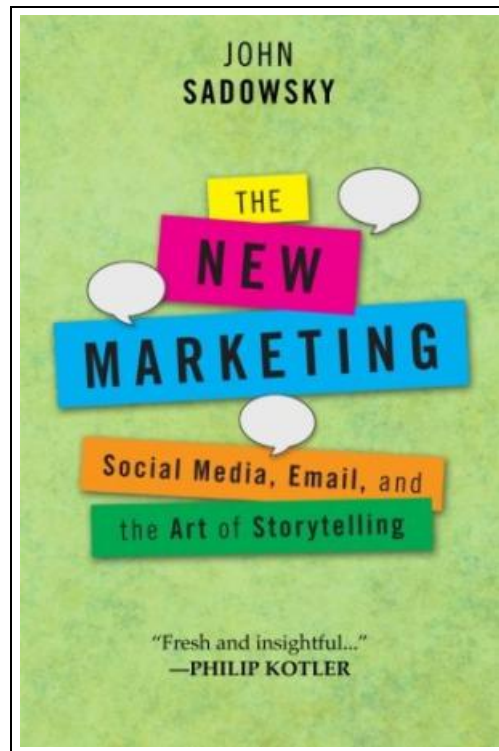


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THE NEW MARKETING: SOCIAL MEDIA, EMAIL AND THE ART OF STORYTELLING



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Createspace, United States, 2012. Paperback. Book Condition: New. 202 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.This book is about the new world of marketing using the Internet. Today branding is about community and conversation. This book shows how to use storytelling, social media and email to build and engage a brand community and how to maintain a dialogue with this community. In recent years, the Internet has caused us to rethink the traditional rules and principles of branding. Yesterday, a brand was what the company told the world it was. Today, a brand is what the community decides it is. The book cites examples from large well-known corporations, but focuses in particular on the winning practices of small companies without large marketing budgets. It will show you how anyone can combine the use of Internet with the power of storytelling, to build a highly engaged brand community at very low cost. Some of the reactions to the book: Here is a fresh and insightful telling about the new marketing that we must all master if we are to engage our customers and stakeholders in living dialogue. - PHILIP KOTLER, Author of Marketing Management, the world s most widely used textbook on Marketing This book is an insightful guide for organizations making the shift from yesterday s approach to branding - a story the firm tells - to what branding is today: an interactive co-creation with the user community. - STEPHEN DENNING, Author of The Leader s Guide to Radical Management and The Leader s Guide to Storytelling John Sadowsky s book has a lasting message which will be a source of inspiration and motivation for many years to come. He ties together five significant trends in branding and organizational communication highlighting the link...



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