



The New Marketing: Social Media, Email and the Art of Storytelling (Paperback)

By John Sadowsky

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,...



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