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Titolo	And the clients went wild! [[electronic resource]] : how savvy professionals win all the business they want / / Maribeth Kuzmeski
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ISBN	0-470-76990-4 1-282-72888-1 9786612728884 0-470-76988-2
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Descrizione fisica	1 online resource (306 pages)
Disciplina	658.8
Soggetti	Customer services Success in business Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	"While social media is doing much to change the marketing landscape, it doesn't mean you have to take an either/or approach between it and more traditional methods. ...And the Clients Went Wild! gives you the tools to take an eclectic approach and pick the best, most wildly successful marketing methods-traditional, online, or both-to win at a given marketing goal. And, whether by means of Facebook, Twitter, streaming video, or by old-fashioned word of mouth, public relations, or personal sales skill, the goal is to win, right? Don't throw out tried and true marketing techniques just for the sake of the new. Do what works! Perfect your marketing mix and win with ...And the Clients Went Wild!"--Resource description page.