

1. Record Nr.	UNINA9910465990803321
Autore	Stratten Scott
Titolo	UnMarketing : everything has changed and nothing is different // Scott Stratten, Alison Stratten
Pubbl/distr/stampa	Hoboken : , : Wiley, , [2017] ©2017
ISBN	1-119-33602-3
Edizione	[Second edition.]
Descrizione fisica	1 online resource (xiv, 290 pages) : illustrations
Disciplina	658.8/02
Soggetti	Relationship marketing Viral marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Revised edition of the author's UnMarketing, c2012. Includes index.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Machine generated contents note: Introduction Notes Everything Has Changed and Nothing is Different The Hierarchy of Buying A Word on Experts Trust Gap ROD. Return on Donuts Restaurant That Didn't Get It Cold Calling Aiming Your Company at the Bottom of the Barrel The Better Bottom of the Barrel Notes Pull and Stay Reasons Why Companies Don't Use Social Media Social Media (Social Currency as Well) Notes Twitter versus Facebook versus LinkedIn Conversational Social Visual Social Dark Social Social Media Platforming Notes UnPodcasting HARO Notes The Game Has Changed Immediacy and Relevancy Notes Publicized Customer Service Don't Bank on the Bold Seven Deadly Social Media Sins Greed Gluttony Sloth Envy Wrath Lust Pride Notes The Millennials Are Coming How Twitter Changed Scott's Business Notes Tassimo Notes Domino's--Word of Mouth Mouths Are Moving.
Sommario/riassunto	"Stop marketing. Start UnMarketing. No one likes cold calls at dinnertime, junk mail overflowing your mailbox, and advertisements that interrupt your favorite shows. If this is "marketing," then the world would probably prefer whatever is the opposite of that. If you're ready to stop marketing and start engaging, then welcome to UnMarketing. The landscape of business-customer relationships is changing, and

UnMarketing gives you innovative ways out of the old "Push and Pray" rut. Instead, draw the right customers to you through listening and engagement, enabling you to build trust and position yourself as their logical choice when they need you. This second edition includes new information on the rapidly changing marketing landscape, including details on targeted ads and search, Snapchat, brand engagement, and more"--
