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| Autore | Jaffe Joseph <1970-> |
| Titolo | Join the conversation : how to engage marketing-weary consumers with the power of community, dialogue, and partnership // Joseph Jaffe |
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| Descrizione fisica | 1 online resource (322 p.) |
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| Soggetti | Customer relations Business communication Relationship marketing Marketing |
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| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Talking "at" versus talking "with" -- The many-to-many model -- Can marketing be a conversation? -- The birth of generation i -- The rise of the prosumer -- The new consumerism -- The six Cs: three phases of conversation -- The content-conversation relationship -- What conversations are in your future? -- Why are you so afraid of conversation? -- The ten tenets of good conversation -- The five ways you can join the conversation -- When conversation isn't conversation at all -- Where does conversation fit in? -- Conversation through community -- Conversation through dialogue -- Conversation through partnership -- Getting started: the manifesto for experimentation -- Does conversation work? -- Do you speak conversation? Take the test. |
| Sommario/riassunto | With the continued fragmentation of the media and proliferation of media options, the balance of power has shifted from the marketer to the individual. In <i>Join the Conversation</i> , Jaffe discusses the changing role of the consumer and how marketers must adapt by joining the rich, deep and meaningful conversation already in progress. This book |

reveals what marketers must do to become a welcome and invited part of the dialogue, and how to leverage and integrate the resulting partnership in ways that provide win-win situations for businesses, brands and lives.
