

1. Record Nr.	UNINA9911020045603321
Autore	Vee Jimmy <1975->
Titolo	Gravitational marketing [[electronic resource]] : the science of attracting customers / / Jimmy Vee, Travis Miller, Joel Bauer ; assisted by Jennifer Miller
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2008
ISBN	1-119-19698-1 1-281-28490-4 9786611284909 0-470-26770-4
Descrizione fisica	1 online resource (274 p.)
Altri autori (Persone)	MillerTravis <1977-> BauerJoel <1960->
Disciplina	658.8 658.8/2
Soggetti	Marketing - Psychological aspects Marketing - Social aspects Consumers - Psychology Information behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The laws of gravitational marketing. The power of gravity -- Anatomy of gravitational marketing -- How to be worthy of attraction -- The Newton in all of us -- The object of your attraction -- Increase your gravitational potential -- Creating irresistible attraction -- Gravitational marketing attraction techniques. Activate your gravitational attraction -- Attracting through personal effort -- Attracting through direct mail -- Attracting through print -- Attracting through free publicity -- Attracting through the internet -- Attracting through radio and television -- Epilogue.
Sommario/riassunto	If you're an entrepreneur, business owner, or sales professional, Gravitational Marketing offers a simple method for attracting customers without the hassle of traditional manual sales labor. If you want to sell more and work less, this book exposes the principles of easily and

effortlessly attracting customers without cold calling, prospecting, or begging for business. With Gravitational Marketing, you can finally stop chasing customers and let them come to you.

---