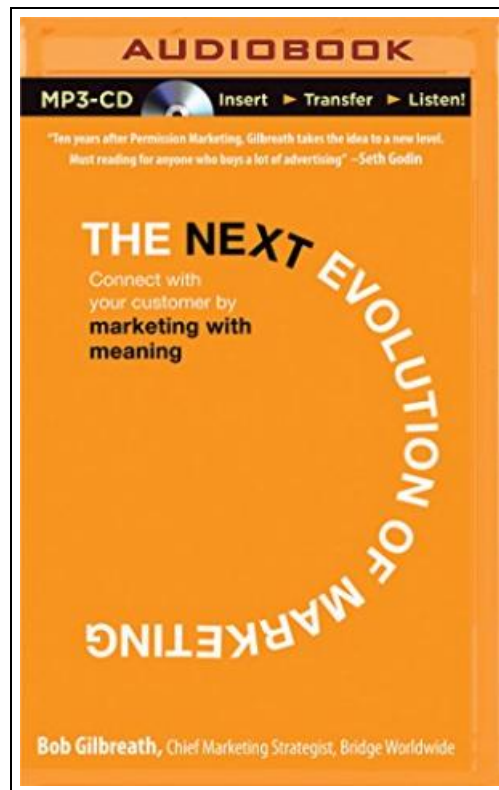


The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning



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THE NEXT EVOLUTION OF MARKETING: CONNECT WITH YOUR CUSTOMERS BY MARKETING WITH MEANING



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BRILLIANCE AUDIO, 2015. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. The old interruptive model of marketing doesn't work. Customers are tuning out. They no longer listen to in-your-face messages. Marketing strategist Bob Gilbreath's hot new concept, *Marketing with Meaning*, represents the next evolutionary step in a progression following direct marketing and permission marketing. Rather than pushing a product or service, *Marketing with Meaning* woos customers by offering them something of value independent of purchase. In *The Next Evolution of Marketing*, Gilbreath describes the marketing revolution now underway and the powerful forces driving it. Inside, he provides *Marketing with Meaning* success stories, including: Samsung's laptop and cell phone charging stations, which are now found in more than 50 airports throughout the United States; Dove's Campaign for Real Beauty and its viral video *Evolution*, which has been viewed more than 100 million times; Burger King's Xbox advergames, which helped boost the company's profits by 40 percent in one year. This first-ever comprehensive model for creating and managing a meaningful marketing campaign uses in-depth case studies of successful campaigns and explains how to develop and execute a solid strategy for meeting customers' needs. It also arms you with an original set of metrics for precisely measuring the effectiveness of your initiatives. *The Next Evolution of Marketing* is your guide to surviving and thriving in this marketing revolution.



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