



UnMarketing: Stop Marketing. Start Engaging (Revised edition)

By Scott Stratten, Alison Kramer

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, UnMarketing: Stop Marketing. Start Engaging (Revised edition), Scott Stratten, Alison Kramer, 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 updated and revised edition includes new information on building relationships through Twitter, Facebook, LinkedIn, and Google+. UnMarketing supplies you with a winning approach to stop ineffective marketing and put relationships first then reap the long-term, high-quality growth that follows! "[INSERT NAME HERE] has written a game changer for [INSERT INDUSTRY HERE]. Drop everything and read this book!" Famous author who hasn't read this book "This book has a great amount of words." Fortune 500 CEO who was...



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