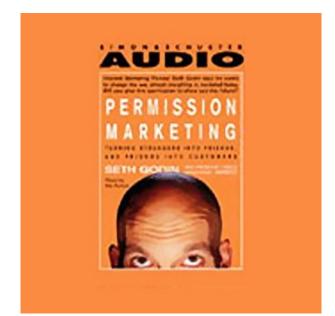
The book was found

Permission Marketing





Synopsis

The man Business Week calls "the ultimate entrepreneur for the information age" explains "Permission Marketing" - the groundbreaking concept that enables marketers to shape their message so that consumers will willingly accept it. Does every single marketing effort you create encourage a learning relationship with your customers? Does it invite customers to "raise their hands" and start communicating? Do you have a permission database? Do you track the number of people who have given you permission to communicate with them? If consumers gave you permission to talk to them would you have anything to say? Have you developed a marketing curriculum to teach people about your products? Instead of annoying potential customers by interrupting their most coveted commodity - time - Permission Marketing offers consumers incentives to accept advertising voluntarily. Godin demonstrates how marketers are already profiting from this key new approach in all forms of media.

Book Information

Audible Audio Edition Listening Length: 2 hours and 1 minute Program Type: Audiobook Version: Abridged Publisher: Simon & Schuster Audio Audible.com Release Date: January 2, 2001 Language: English ASIN: B00005AAQZ Best Sellers Rank: #50 in Books > Business & Money > Marketing & Sales > Marketing > Direct #11634 in Books > Audible Audiobooks

Customer Reviews

In addition to working in the profession of advertising and marketing, I'm an adjunct professor at a nearby university. I taught Seth's principles in my course on Direct Marketing last semester, and I intend to teach his principles in my course on Fundamentals of Advertising this semester. In fact, I intend to teach his material in every class I have that's even remotely related. Frankly, I think Seth's material should be taught in every university throughout the land -- and shouted from the rooftops amongst those in my profession.Simply put, the material in this book -- deceptively clever, succinct and, at times, humorous -- is explosive. I say deceptive because if you don't "get" what Seth's trying to tell you, I imagine it would be possible for you to dismiss the entire concept as shallow or

gimmicky. However, I believe this information represents nothing less than the future of advertising and marketing. You will ignore it at your own peril.One of the biggest thrills for me was hearing my students put into use Seth's Permission Marketing phrase "Turning strangers into friends and friends into customers" -- even months after the class ended!Not only is that a testament to the clarity and brevity of Seth's ideas, it's also the distillation of his book's premise.For in today's world, we're bombarded by no less than 3,000 paid advertising messages per day. There's no way we can assimilate, remember and act on that many messages. No matter how creative they may be. It's no longer a matter of breaking through the clutter with killer creative; it's now a battle for one of the most precious commodities we're left with: our attention. And advertisers lose that battle every single minute of every day.Therefore, agencies who seek ever more creative (and expensive!

Download to continue reading...

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Permission Marketing: Turning Strangers into Friends and Friends into Customers Permission Marketing Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money

(Facebook Marketing, Business Marketing, Social Media Marketing) Permission to Mourn: A New Way to Do Grief The Permission Society: How the Ruling Class Turns Our Freedoms into Privileges and What We Can Do About It Without Their Permission: How the 21st Century Will Be Made, Not Managed No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales)

<u>Dmca</u>