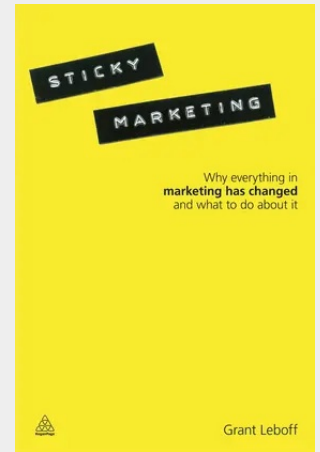


Leboff

Sticky Marketing

Why Everything in Marketing Has Changed and What to do About It

We live in a world where people have become empowered. Consumers can contact companies directly and they can talk to each other with a powerful voice they never had before. **Sticky Marketing** takes into account these fundamental changes and provides a new set of rules for effective communications in a world transformed by new technology. It introduces a new model of customer engagement and asks 'not what your marketing can do for you, but what your marketing can do for your customer'. Companies have to move away from the old marketing system of shouting messages at people to attracting them by providing value around their product or service - in other words by becoming 'sticky' or attractive. Grant Leboff argues that it is not 'return on investment' that matters but 'return on engagement', not your unique sales point (or USP), but your customer engagement point (your CEP), that will make the difference in today's cluttered marketplace. **Sticky Marketing** proves that marketing should now be about value creation if you want to truly engage with your customers. It is only by providing value that you can win the battle for customer attention - stop shouting and start a conversation.



Auf Anfrage

Nicht mehr lieferbar

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