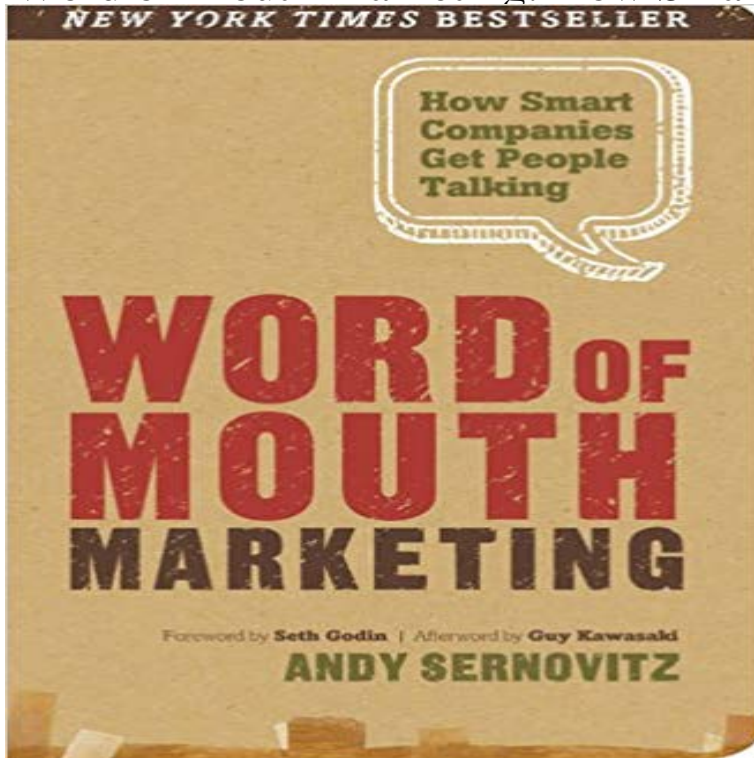


Word of Mouth Marketing: How Smart Companies Get People Talking



With straightforward advice and humour, word of mouth expert Andy Sernovitz will show you how the worlds most respected and profitable companies get their best customers for free through the power of word of mouth. Learn the five essential steps that make word of mouth work and everything you need to get started. Understand how easy it is to work with social media, viral marketing, evangelists, and buzz. Start using simple techniques that start conversations: 3 Reasons People Talk About You; 4 Rules of Word of Mouth Marketing; 5 Ts of Word of Mouth Marketing; 6 Big Ideas: Deep Stuff That Changes Marketing Forever. Find out what sparks the irrepressible enthusiasm of Apple and TiVo fans. Understand why everyone is talking about a certain restaurant, car, band, or dry cleaner -- and why other businesses and products are ignored. Discover why some products become huge successes without a penny of promotion -- and why some multi-million-dollar advertising campaigns fail to get noticed. Open your eyes to a new way of doing business: Honest marketing makes more money, because customers who trust you will talk about you. Learn how to be the remarkable company that people want to share with their friends.

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Companies Get People Quickly learn to get people talking about you in this fast, fun, comic edition of the New York Times bestseller Word of Mouth Marketing: How Smart Companies Freebies - Word of Mouth Marketing: How Smart Companies Get Open your eyes to a new way of doing business--that honest marketing makes more money, because customers who trust you will talk about you. Learn how to be the remarkable company that people want to share with their friends. Foreword by Seth Godin and Afterword by Guy Kawasaki. Andy Sernovitz (Author of Word of Mouth Marketing) - Goodreads Recently I delved into Andy Sernovitzs book, word of mouth marketing: how smart companies get people talking. Its a good and very useful Word of Mouth Marketing: How Smart Companies Get People Talking : Word of Mouth Marketing: How Smart Companies Get People Talking (Audible Audio Edition): Andy Sernovitz, Dave Mallow, PressBox Publishing: Word of Mouth Marketing: How Smart Companies Get People Talking Hes the New York Times best-selling author of Word of Mouth Marketing: How Smart Companies Get People Talking, which teaches you how to rally fans for Word of Mouth Marketing: How Smart Companies Get People Great marketing strategies never go out of style for a reason because they WORK. Word of mouth is one of those strategies. It doesnt cost a Word of Mouth Marketing: How Smart Companies Get - Word of Mouth Marketing: How Smart Companies Get People Talking [Andy Sernovitz, Guy Kawasaki, Seth Godin] on . *FREE* shipping on