

The Fusion Marketing Bible: Fuse Traditional Media, Social Media, & Digital Media To Maximize Marketing - Lon Safko

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Turbocharge your marketing efforts with the powerful FUSE! strategyThe Fusion Marketing Bible explains how to fuse marketing tools and tactics into a single, powerful strategy to tilt the competitive advantage to your favor.As many marketers get attached to social media tools, they have forgotten that all marketing is about having conversations and providing real benefits to customers. Lons techniques will teach you how to fuse traditional media, social media, and digital media to create authentic conversations that build trust, loyalty, and, yes, revenue.Carmine Gallo, author of the bestselling books The Apple Experience, The Presentation Secrets of Steve Jobs, and The Innovation Secrets of Steve JobsPerfect for entrepreneurs looking to better understand the relationship between traditional media and marketing and social media. A very likeable book indeed!Dave Kerpen, New York Times bestselling author of Likeable Social Media and Likeable BusinessLon shows us how to make traditional, digital, and social marketing work in concert. He gets us thinking about marketing in 3D.Erik Qualman, bestselling author of Socialnomics and Digital LeaderAuthor: Safko, Lon Publisher: McGraw-Hill Illustration: N Language: ENG Title: The Fusion Marketing Bible: Fuse Traditional Media, Social Media, & Digital Media to Maximize Marketing Pages: 00256 (Encrypted EPUB) / 00256 (Encrypted PDF) On Sale: 2012-08-21 SKU-13/ISBN: 9780071801133 Category: Business & Economics : Marketing - General

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