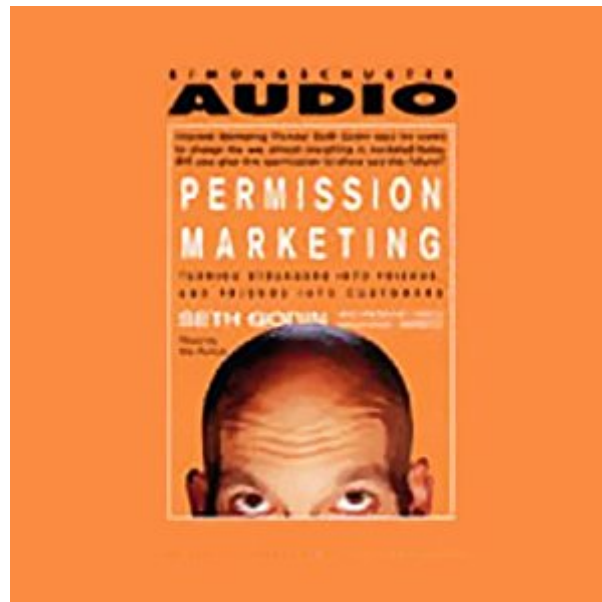


The book was found

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

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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!

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