



Connected Marketing: The Viral, Buzz and Word of Mouth Revolution (Paperback)

By -

Taylor Francis Ltd, United Kingdom, 2005. Paperback.
 Condition: New. Repr.. Language: English . Brand New Book
 ***** Print on Demand *****.Connected Marketing is a business book about the state of the art in viral, buzz and word-of-mouth marketing. Written by 17 experts working at the cutting edge of viral, buzz and word-of-mouth marketing, Connected Marketing introduces the range of scalable, predictable and measurable solutions for driving business growth by stimulating positive brand talk between clients, customers and consumers. Edited by marketing consultants Justin Kirby (Digital Media Communications) and Dr. Paul Marsden (Spheeris/London School of Economics), and with a foreword by Emanuel Rosen (author of the bestselling Anatomy of Buzz) Connected Marketing is a collaborative work written by 17 opinion-leading consultants and practitioners working at the cutting edge of viral, buzz and word of mouth marketing. Contributing authors to Connected Marketing are Stephane Allard (Spheeris), Schuyler Brown RSCG, Idil Cakim (Burson-Marsteller), Andrew Corcoran (Lincoln Business School), Steve Curran, (Pod Digital), Brad Ferguson (Informative), Justin Foxtton (CommentUK), Graham Goodkind (Frank PR), Justin Kirby (Digital Media Communications), Paul Marsden (Spheeris), Liam Mulhall (Brewtopia), Greg Nyilasy (University of Georgia), Martin Oetting (ESCP-EAP European School of Management), Bernd Rothlingshofer (Independent), Sven Rusticus (Icemia), Pete...

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