



Word of Mouth Marketing: How Smart Companies Get People Talking, Revised Edition

Andy Sernovitz

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Who Is Talking About You?

Foreword by Seth Godin and Afterword by Guy Kawasaki.

Master the art of word of mouth marketing with this practical hands-on guide.

With straightforward advice and humor, marketing expert Andy Sernovitz will show you how the world's 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 using them. Understand the real purpose of blogs, communities, viral email, evangelists, and buzz--when to use them and how simple it is to make them work.

Learn 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--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.



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Mary Jones:

A lot of people always spent their free time to vacation or perhaps go to the outside with them household or their friend. Are you aware? Many a lot of people spent they free time just watching TV, or even playing video games all day long. If you would like try to find a new activity this is look different you can read a new book. It is really fun to suit your needs. If you enjoy the book that you read you can spent the whole day to reading a guide. The book Word of Mouth Marketing: How Smart Companies Get People Talking, Revised Edition it is very good to read. There are a lot of those who recommended this book. They were enjoying reading this book. When you did not have enough space to deliver this book you can buy the e-book. You can m0ore simply to read this book through your smart phone. The price is not to fund but this book provides high quality.

Ryan Connors:

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