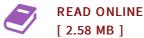




There s No Business That s Not Show Business: Marketing in an Experience Culture (Hardback)

By Bernd H. Schmitt, David L. Rogers, Karen L. Vrotsos

Pearson Education Limited, United Kingdom, 2003. Hardback. Book Condition: New. 234 x 157 mm. Language: English . Brand New Book. Say goodbye to business as usual -- to succeed today you need show business! How do you market in today s experience culture -- as conventional advertising grows increasingly ineffective, and customers grow increasingly independent? Companies and brands from Altoids to Volkswagen have discovered the answer: bring show business into your business! There s No Business That s Not Show Business demonstrates how to use show biz techniques to cut through the clutter, engage your customers personally, differentiate your product or brand--and create real, long-term value. These techniques can be adapted for any product, service, or market--consumer or B2B. You Il learn how to clearly identify strategic objectives and expected outcomes; target your high--value customers; ensure that show biz marketing promotes your core brand message; extend your impact via PR and CRM; and, above all, achieve quantifiable results.* The right show, the right media, the right venue *Choose, invent, and re--invent media around your unique marketing needs *Keeping your show on brand *Drive your core branding message: don t distract from it *Shows for customers, with customers, and by customers *Use show...



Reviews

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