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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'll 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...



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