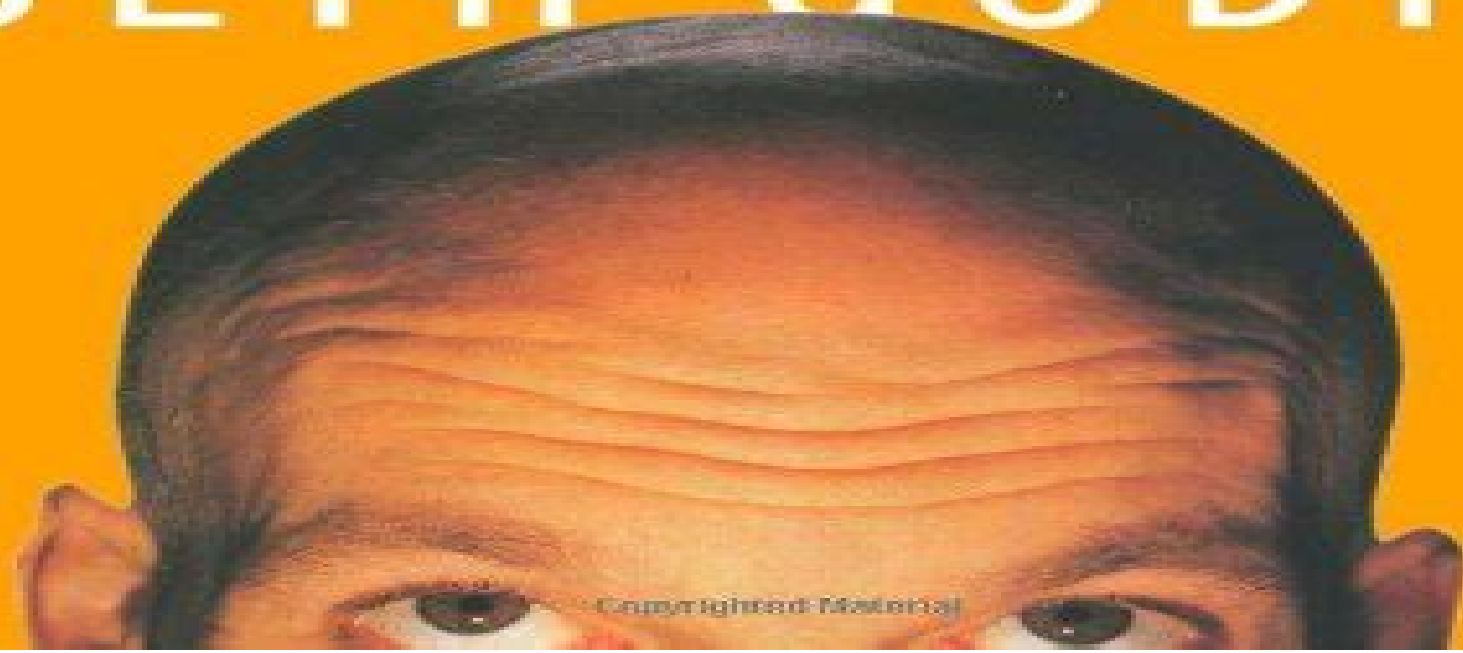


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# PERMISSION MARKETING

TURNING STRANGERS INTO FRIENDS,  
AND FRIENDS INTO CUSTOMERS

## SETH GODIN



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**DP Hallahan**



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entertainment service e.g. music, games or video up to transactions e.g. banking, shopping, auctions. It is still unclear if all the emerging opportunities can be commercialized successfully. Nevertheless, many scenarios of how the world could be like in the future have been made. Below an excerpt of the daily routine of a future mobile user is presented. Nancy D. Amato prepares to leave her office just before five o'clock. She uses her mobile phone for a quick check of the local weather forecast, sees that fine conditions are expected for the evening and decides to leave her umbrella by her desk. Nancy is due to meet her boyfriend Peter at seven o'clock, so she has two hours in town to waste. As soon as the clock reaches five, she receives a text message telling her that the bar across the street has a happy hour when drinks are cheaper. Nancy deletes the message almost without reading it. She has given her mobile service provider permission to send her unsolicited local promotional messages; after five, otherwise she would have to pay a higher subscription rate, but that does not mean she actually has to read the message, does it? Five minutes later another message arrives with a coupon offering a discount at the local branch of her favorite coffee bar. She shows the coffee shop attendant the numbered message on her phone's screen and he keys in the number on the till when charging for the coffee. Now comfortably seated with her cappuccino, Nancy begins to plan her evening. She uses her mobile to check which movies are showing nearby after seven.

#### **Summary: The Mesh**

BusinessNews Publishing, 2014-10-28. The must-read summary of Lisa Gansky's book *The Mesh: Why the Future of Business Is Sharing*. This complete summary of the ideas from Lisa Gansky's book *The Mesh* shows how mesh companies harness a fundamentally different business model than traditional businesses: they provide customers the temporary use of the goods and services they need at the exact moment they need them, after which those goods can be returned or recycled. In her book, the author explains how a new model is starting to take root and grow: one in which consumers have more choices, more tools, more information, and more power to guide those choices, and how you can use this new model to benefit your business. This summary is a must-read for business people who want to learn more about the next big business opportunity. Added value of this summary: Save time, Understand key concepts, Expand your business. To learn more, read *The Mesh* and find out how you can take advantage of the new business model and offer customers that something different.

#### *Summary: Loyalty.Com*

BusinessNews Publishing, 2014-09-29. The must-read summary of Frederick Newell's book *Loyalty.Com: Customer Relationship Management in the New Era of Internet Marketing*. This complete summary of the ideas from Frederick Newell's book *Loyalty.Com* shows how Customer Relationship Management is the process of making it easier and easier for customers to do business with you because you understand what they need better than anyone else. In his book, the author demonstrates some proven techniques for nurturing the company customer relationship and how to find out what customers want and act accordingly. This summary will teach you how to adopt the correct techniques to take advantage of this strategy and the benefits that it could bring to your business. Added value of this summary: Save time, Understand key concepts, Expand your knowledge. To learn more, read *Loyalty.Com* and learn how to create great relationships in order to increase your company's

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then provide them with the tools incentives and rewards they need to market your product or service to everybody else In his book the author explains that the companies that achieve this will create and unleash an Ideavirus a marketing vehicle that acts just like a biological or computer virus as it spreads and propagates from one person to another This summary will teach you how to create this Ideavirus and the benefits that it will bring for your business Added value of this summary Save time Understand key concepts Expand your knowledge To learn more read *Unleashing the Ideavirus* and discover the key to creating the most effective marketing campaign available      **Summary: Meatball Sundae** BusinessNews

Publishing,2014-10-28 The must read summary of Seth Godin s book *Meatball Sundae Is Your Marketing Out of Sync* This complete summary of the ideas from Seth Godin s book *Meatball Sundae* shows that sometimes when you mix two good ideas you can come up with something incompatible A meatball sundae sounds entirely unappetising even though in and of themselves meatballs might taste nice and ice cream sundaes taste good In his book the author explains that the same thing is happening in marketing today Think of traditional marketing vehicles as being like meatballs Many successful companies have been built from the ground up using conventional marketing strategies and techniques When these companies try and add in the new marketing devices like social networks blogs Google and all the other interesting stuff it doesn t work Added value of this summary Save time Understand key concepts Expand your knowledge To learn more read *Meatball Sundae* and find out how to make the right combinations and start making superior ice cream sundaes      *Summary: The Rebel Rules*

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account of how your business can harness the latest technology to flourish in the transformed commercial climate of the 21st century With its emphasis firmly on the business and marketing implications of new technology this book adopts a hands on practical approach systematically demonstrating how and why businesses should adapt their operations to make the very most of the exciting opportunities available In simple jargon free language it addresses such vital questions as What is e business and how does it fit into the corporate landscape How should marketers adopt e marketing and why What are the processes and stages of developing an e business strategy What are the key issues you will face and how will you overcome them What about legislation Who is doing e marketing and e business well and badly e Business is packed with case studies from well known international companies examples screen grabs relevant models and checklists Each chapter meanwhile contains handy hints and tips examples exercises and a summary to consolidate learning and highlight key points Informative pertinent and easy to use the book is ideal for students on relevant courses or those undertaking in house training and is absolutely essential for any practitioner needing a hands on guide to strategy and best practice in today s altered commercial environment

**Strategic Customer Management** Adrian Payne, Pennie Frow, 2013-03-28 Relationship marketing and customer relationship management CRM can be jointly utilised to provide a clear roadmap to excellence in customer management this is the first textbook to demonstrate how it can be done Written by two acclaimed experts in the field it shows how an holistic approach to managing relationships with customers and other key stakeholders leads to increased shareholder value Taking a practical step by step approach the authors explain the principles of relationship marketing apply them to the development of a CRM strategy and discuss key implementation issues Its up to date coverage includes the latest developments in digital marketing and the use of social media Topical examples and case studies from around the world connect theory with global practice making this an ideal text for both students and practitioners keen to keep abreast of changes in this fast moving field

**Marketing: A New Age Perspective** Mukesh Chaturvedi & A.V Shukla, Marketing today is an ever evolving blend of science and art where innovation meets strategy in a dynamic global marketplace This book goes beyond traditional marketing texts delving into advanced topics like integrated marketing communication and introducing cutting edge themes not found in most other books With a balanced approach it prepares students for diverse careers in consumer services industrial goods advanced technology non profit enterprises and government agencies This book s engaging style and comprehensive pedagogy set it apart Each chapter begins with a real life vignette drawing students into practical marketing scenarios and ends with cases review questions and application exercises to solidify their understanding The thoughtful organization into three parts Marketing Concepts Marketing Tools and Marketing Applications ensures a logical progression from theory to practice By integrating fundamental principles with emerging trends like digital marketing and AI the book provides a holistic view of the marketing landscape Part C covering Digital Marketing AI in Marketing Marketing Analytics Neuromarketing Relationship Marketing Retail Marketing Global Marketing and Business

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Power Up Your Profits Troy Waugh,2005-01-07 Expert guidance for CPAs who want to become marketing savvy improve profits and gain satisfaction This updated Second Edition demonstrates how combining the power of trust with the power of persuasion can help CPAs sell their services more effectively Each chapter develops a key concept of marketing or selling that s easy to follow and shows how to apply the concepts to any CPA practice Through a step by step approach to developing and mastering a stronger marketing and sales presence this book focuses on how to dramatically enhance the reader s growth potential It presents real world examples from top CPA rainmakers and other marketing and management gurus including Tom Peters This updated second edition offers interviews covering Sarbanes Oxley and the new accounting rules Troy Waugh CPA Nashville TN is founder President and CEO of The Rainmaker Academy a comprehensive three year leadership client service and practice development training program for CPAs

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