



MicroMarketing: Get Big Results by Thinking and Acting Small (Hardback)

By Greg Verdino

McGraw-Hill Education - Europe, United States, 2010.
Hardback. Book Condition: New. 229 x 160 mm. Language: English . Brand New Book ***** Print on Demand *****. Praise for microMARKETING Greg presents the greatest hits of social media marketing, a litany of stories designed to persuade you to stop demanding the web conform to your desire for mass and instead realize that mattering a lot to a few people is worth far more than mattering just a little to everyone. -SETH GODIN, author of Linchpin Micromarketing is big marketing. Now anybody can dominate a market. Especially you. So what are you waiting for? -DAVID MEERMAN SCOTT, bestselling author of The New Rules of Marketing PR Makes the case for the death of mass marketing in a compelling way. - AL RIES, coauthor of War in the Boardroom microMARKETING offers a hopeful vision for anyone who has ever had to create a great marketing plan without a million-dollar budget or an army of resources. -ROHIT BHARGAVA, author of Personality Not Included and senior vice president at Ogilvy 360 Digital Influence Shows how big became passe and proves that in our overhyped society the teeniest push is the way in. -RICHARD LAERMER, author of 2011 and CEO of RLM PR Follow Greg's seven shifts from mass to micro...

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