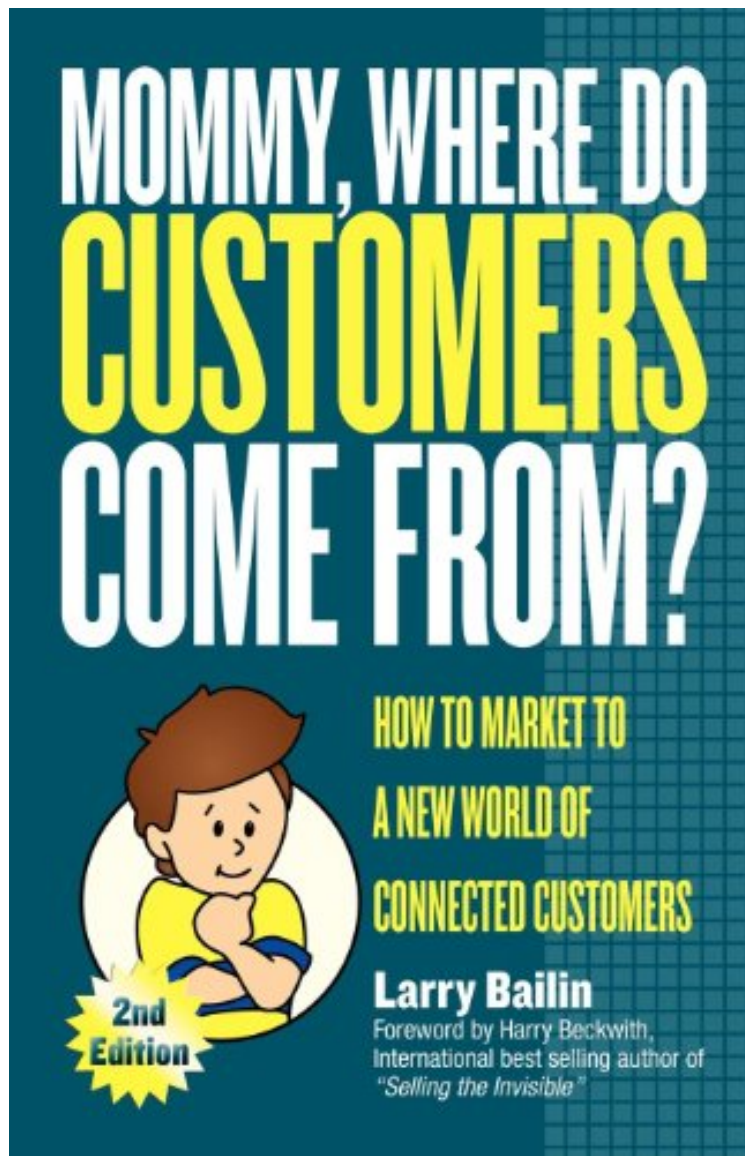


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Mommy, Where Do Customers Come From?: How to Market to a New World of Connected Customers

Larry Balin

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Larry Balin : Mommy, Where Do Customers Come From?: How to Market to a New World of Connected Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised Mommy, Where Do Customers Come From?: How to Market to a New World of Connected Customers:

0 of 0 people found the following review helpful. Good and Funny :)By MarkAlthough now a tad dated (2007), still a

great little read on the fundamentals of web sales and marketing, with references to related, useful books throughout. The author takes a very straightforward approach, debunks a lot of hype regarding "magic marketing" techniques, and also provides enough in-your-face humor along the way to keep you laughing. 2 of 3 people found the following review helpful. Great read

By Awidman2 Larry Bailin writes in a way that's easy for anyone to read. His points are simple, and easy to follow. If you own a business and need to know how to sell online then I suggest you buy this book. Read it and take some of his advice and then turn to his role models for even better ideas. He talks about his role models and their books a lot within this one. 0 of 0 people found the following review helpful. I wish we can read this in school.

By Customer As a marketing student, this book was great! It cut through a lot of the white noise that I'm used to seeing and it's refreshing to get advice from someone who's as experienced as Larry. This book is straight to the point and funny too! I highly recommend it to anyone looking to get more familiar with the world of internet marketing and I can guarantee that you'll implement something new into your marketing strategy!

Looking for a marketing book that ...Tells it like it is?... Can help you keep up in an ever changing world?... Is the right fit no matter your business type or size? Mommy, Where Do Customers Come From? covers all aspects of marketing and selling products and services to a new breed of customer. Customers have become less loyal, more demanding and have more choices. With the proliferation of vehicles such as the Internet, Email, BLOGs, Podcasts and others, reaching the right customer with the right message is harder than ever before. Mommy, Where Do Customers Come From? deals with these issues and breaks down barriers like no other marketing book. Helping businesses decipher and deal with this changing online landscape and its effects on the ever changing customer is the purpose of this book. Allowing a business of any size, location or type to not only understand when something needs to be done, but what that something is and what the outcome should be. Mommy, Where Do Customers Come From? puts the business back in control of the message that is in front of its customers. Empowering readers to take action by taking an active role in the understanding and execution of their visible details. In this book, we strip away the nonsense from the common sense to uncover connective marketing messages that allow businesses to create what they really need the most sales.

"Mommy, where Do Customers Come From? is full of great insights you can use immediately. Hard hitting book on a great topic that will help you produce real results." Brian Tracy, author of "The Psychology of Selling"