

Beyond buzz: the next generation of word-of-mouth marketing

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Abstrak

It's official: the old marketing model is dead, and word of mouth is king. But while a lot of attention has been paid to the mechanics of creating buzz, only the savviest of marketers have learned to focus on crafting the right kind of message -- because without it, even the loudest buzz will soon die down. Beyond Buzz shows readers how to listen to customers, identify what is important to them, and then craft the kind of message that will truly resonate and spark conversation.