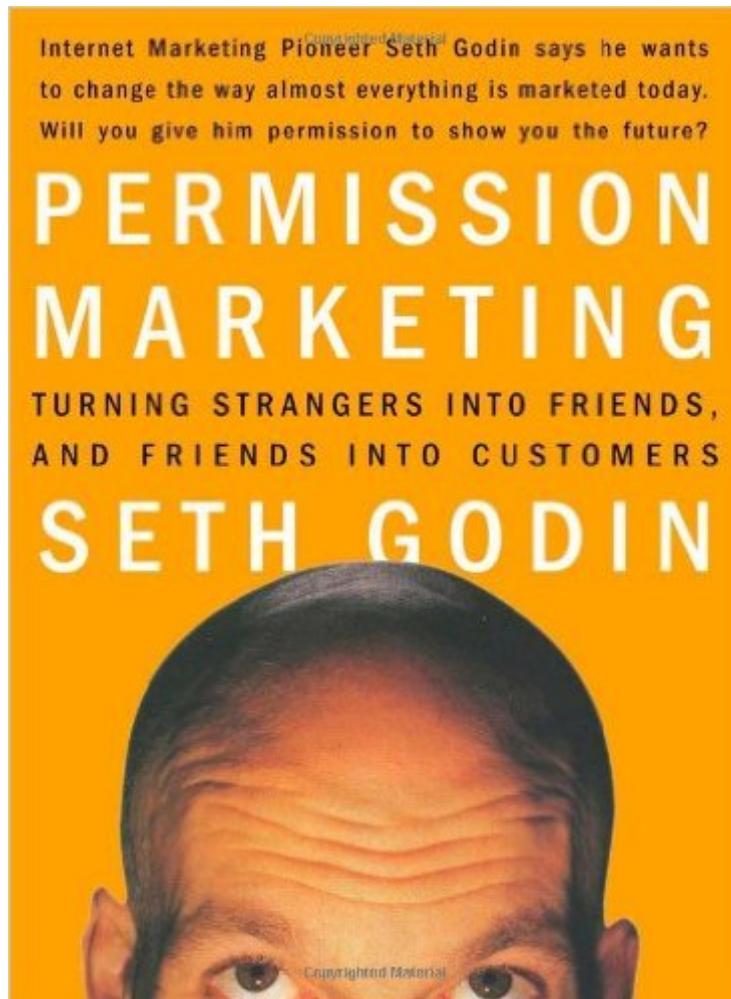


The book was found

Permission Marketing: Turning Strangers Into Friends And Friends Into Customers



Synopsis

The man Business Week calls "the ultimate entrepreneur for the Information Age" explains "Permission Marketing"â "the groundbreaking concept that enables marketers to shape their message so that consumers will willingly accept it. Whether it is the TV commercial that breaks into our favorite program, or the telemarketing phone call that disrupts a family dinner, traditional advertising is based on the hope of snatching our attention away from whatever we are doing. Seth Godin calls this Interruption Marketing, and, as companies are discovering, it no longer works. Instead of annoying potential customers by interrupting their most coveted commodityâ "Permission Marketing offers consumers incentives to accept advertising voluntarily. Now this Internet pioneer introduces a fundamentally different way of thinking about advertising products and services. By reaching out only to those individuals who have signaled an interest in learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers, create trust, build brand awareness -- and greatly improve the chances of making a sale.

Book Information

Hardcover: 256 pages

Publisher: Simon & Schuster; 1 edition (May 6, 1999)

Language: English

ISBN-10: 0684856360

ISBN-13: 978-0684856360

Product Dimensions: 5.5 x 0.9 x 7.5 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 starsÂ See all reviewsÂ (230 customer reviews)

Best Sellers Rank: #31,943 in Books (See Top 100 in Books) #41 inÂ Books > Business & Money > Marketing & Sales > Customer Service #60 inÂ Books > Business & Money > Marketing & Sales > Advertising #165 inÂ Books > Business & Money > Accounting

Customer Reviews

In addition to working in the profession of advertising and marketing, I'm an adjunct professor at a nearby university. I taught Seth's principles in my course on Direct Marketing last semester, and I intend to teach his principles in my course on Fundamentals of Advertising this semester. In fact, I intend to teach his material in every class I have that's even remotely related. Frankly, I think Seth's material should be taught in every university throughout the land -- and shouted from the rooftops

amongst those in my profession. Simply put, the material in this book -- deceptively clever, succinct and, at times, humorous -- is explosive. I say deceptive because if you don't "get" what Seth's trying to tell you, I imagine it would be possible for you to dismiss the entire concept as shallow or gimmicky. However, I believe this information represents nothing less than the future of advertising and marketing. You will ignore it at your own peril. One of the biggest thrills for me was hearing my students put into use Seth's Permission Marketing phrase "Turning strangers into friends and friends into customers" -- even months after the class ended! Not only is that a testament to the clarity and brevity of Seth's ideas, it's also the distillation of his book's premise. For in today's world, we're bombarded by no less than 3,000 paid advertising messages per day. There's no way we can assimilate, remember and act on that many messages. No matter how creative they may be. It's no longer a matter of breaking through the clutter with killer creative; it's now a battle for one of the most precious commodities we're left with: our attention. And advertisers lose that battle every single minute of every day. Therefore, agencies who seek ever more creative (and expensive!

[Download to continue reading...](#)

Permission Marketing: Turning Strangers into Friends and Friends into Customers Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Permission Marketing App Savvy: Turning Ideas into iPad and iPhone Apps Customers Really Want The Permission Society: How the Ruling Class Turns Our Freedoms into Privileges and What We Can Do About It Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing,

Affiliates programs) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First Internet Marketing For Network Marketers: How To Create Automated Systems To Get Recruits and Customers Online (network marketing, mlm, direct sales, home based business) Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less Angel Customers and Demon Customers: Discover Which is Which and Turbo-Charge Your Stock Mommy, Where Do Customers Come From?: How to Market to a New World of Connected Customers

[Dmca](#)