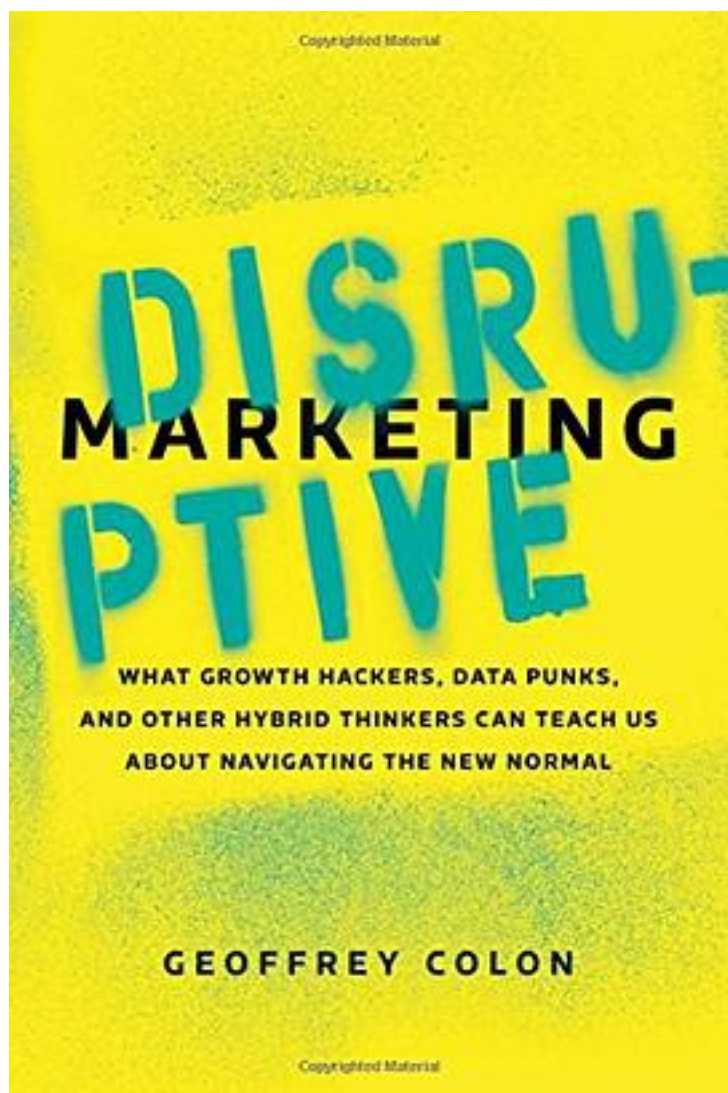


Disruptive Marketing



[Disruptive Marketing_ 下载链接1_](#)

著者:Geoffrey Colon

出版者:AMACOM

出版时间:2016-8-9

装帧:精装

isbn:9780814437391

Selected by Oracle Marketing Cloud as a Top 15 Marketing Book for 2016

.

Are you still marketing like it's 2006?

.

Now that 75 percent of screen time is spent on connected devices, digital strategies have moved front and center of most marketing plans.

.

But what if that's not enough? What if most people ignore company messages? What if consumer engagement never goes further than the "like" button? A sobering reality is hitting marketers. Technology hasn't just reshaped mass media, it's altering behavior as well. And getting through to customers will take some radical rethinking.

.

First step is to toss the linear plan. Next is to strip away conventions, open your mind, and join Disruptive Marketing on a provocative, fast-paced tour of our changing world .

..

.

- Where selling is dead, but ongoing conversation thrives
- Where consumers generate the best content about brands
- Where people tune out noise and listen to feelings
- Where curiosity leads the marketing team
- Where growth depends on merging analytics with boundless creativity

.

Packed with trends, predictions, interviews with big-think marketers, and stories from a career spent pushing boundaries, this book will propel you out of your comfort zone and into the disruptive mindset you need for future success.

.

【Review】

.

“Colon brings a fresh view to marketing in this provocative and useful book.”

--Success Magazine

.

“If you want to see where marketing is truly headed...I guarantee that you will look back on reading this book as a milestone in your career.”

--Artillery Marketing

.

“...This book will turn your world upside down...If you know anything about marketing or like me are a truly passionate advocate of the subject, it will blow your mind.”

--PCB007

.

“The book’s excellent cases are constructed to engage readers. The text abounds with boxed tweets that act as oysters presenting their pearls of wisdom.”

--Choice

.

“Change is coming from all aspects of business and technology, and everyone is scrambling for their share of the new landscape. Colon attempts to make sense of how it’s all occurring.”

--Ad Pulp

作者介绍:

Geoffrey Colon

.

Dreamer + Doer + Thinker +.

.

Geoffrey Colon is a compelling voice at the intersection of marketing, tech, and popular culture. Thinking is his commodity. DJ, data punk, podcaster and author, Geoffrey is a Communications Designer at Microsoft in Redmond, WA.

.

Visit him at geoffreycolon.net

.

Colon has written for or been quoted in various media outlets including Fast Company, The Huffington Post, The Guardian, Wall Street Journal, Billboard Magazine, AdWeek and Entrepreneur. He has also appeared on NPR, Cheddar TV and NASDAQ Live. He is an avid speaker on the global conference circuit and has keynoted major events in New York City, Los Angeles, San Francisco, Denver, Chicago, Seattle, Norway, Brazil,

Germany and Thailand. This is his first book.

.

Geoffrey is host of the LinkedIn video show "Culture Jamming" and the marketing podcast for eccentric minds "Disruptive FM" (with Cheryl Metzger). He is a regular contributor to Branding Strategy Insider.

.

Prior to joining Microsoft in 2013, Geoffrey was vice president of digital strategy at Ogilvy & Mather in New York City.

.

Colon is a 1994 graduate of Lehigh University with a Bachelor of Arts degree in Journalism and Mass Communications.

.

Geoffrey resides in Kirkland, WA with his wife and two daughters after spending over two decades in Brooklyn, NY and Maplewood, NJ. He invites you to converse in real time with him on LinkedIn, Twitter or Instagram.

目录:

[Disruptive Marketing_ 下载链接1](#)

标签

营销学

营销

美国

科技

朋克

新媒体

商业

评论

[Disruptive Marketing_下载链接1](#)

书评

[Disruptive Marketing_下载链接1](#)