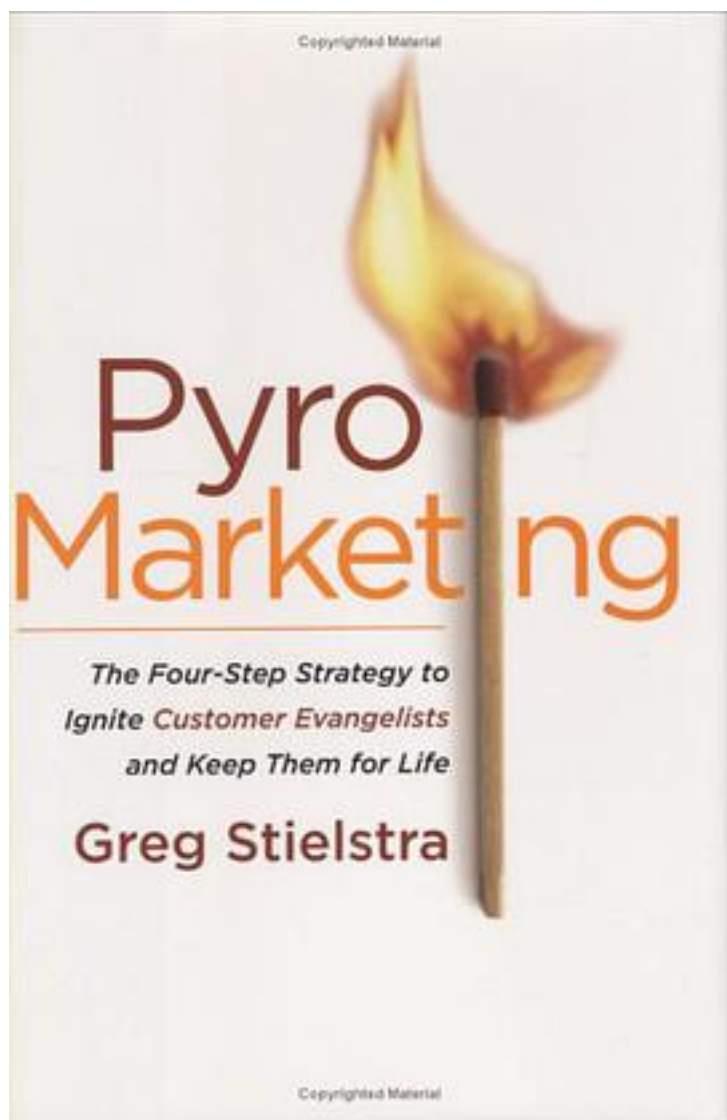


PyroMarketing



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How the marketing system that helped spark a bestselling customer revolution in the Christian marketplace can fuel the success of any business--by speaking to the integrity and passion of every customer. Readers will discover a comprehensive strategy that can help any business reach and retain new markets, by tapping the secrets of what Zondervan marketing leader Greg Stielstra calls PyroMarketing. From the importance of focusing on individual consumers and their preferences, to giving customers an experience with the benefit of your product or service, to converting customers into enthusiastic sales people for your product, to building a state of the art consumer database, PyroMarketing captures in one four-step system the essence of the customer-driven strategies that seek to build markets through the passion and loyalty of the individual. Stielstra's manifesto is based on a powerful and easy-to-apply metaphor--of fire: "There are four steps to creating successful marketing campaigns. You build them the same way you build a campfire. If you were a scout or a camper, you already know the drill. " Gather the driest tinder. Touch it with the match. Fan the flames. Save the coals. Tapping the latest scientific research into the brain and human behaviour, Stielstra demonstrates how traditional marketing techniques are expensive, obsolete, and doomed to failure--while PyroMarketing principles deliver powerful results over the long-term and for less money. Illustrated with case studies including The Purpose-Driven Life , one of the bestselling books of all time, and the breakaway phenomenon The Passion of Christ.

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