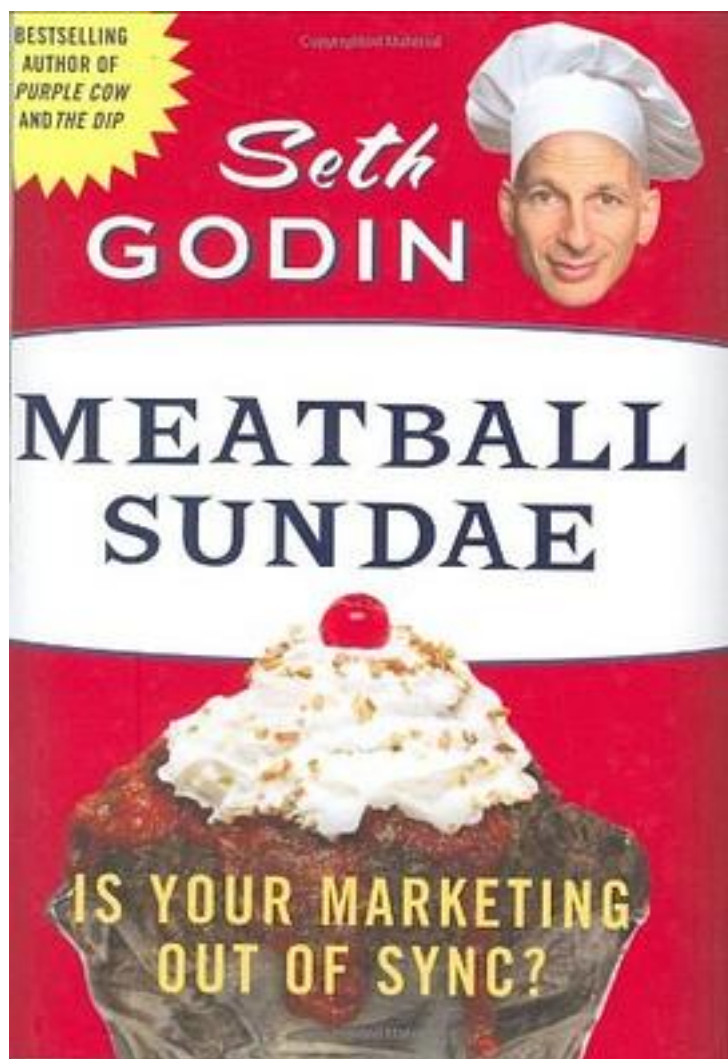


Meatball Sundae



[Meatball Sundae 下载链接1](#)

著者:Seth Godin

出版者:Portfolio Hardcover

出版时间:2007

装帧:Hardcover

isbn:9781591841746

Godin's latest business handbook (after *Small Is the New Big* and *The Dip*) revisits some of his most popular marketing advice, while emphasizing that it can't just be applied willy-nilly. In past decades, he says, companies were able to get rich by making average products for average people, but those markets have long since been sewn up; mass is no longer achievable [or] desirable. Rather than simply rely on mass media to raise product visibility, *New Marketing* treats every aspect of interacting with customers—including customer service and the product itself—as an opportunity to grow the organization. In order to be successful with such marketing techniques, a company must change its practices across the board. Otherwise, you're just putting whipped cream on a meatball. Godin has a perspective on everything from blogs (don't bother unless you really have something to say) to the long tail (if it's as valuable to your company as the top sellers are, why aren't you paying more attention?). His arresting conversational style is sure to once again set the business world talking. (Jan.)

作者介绍:

目录:

[Meatball Sundae_ 下载链接1](#)

标签

互联网

web2.0

营销

科技

畅销书

市场营销

Marketing

评论

[Meatball Sundae_下载链接1](#)

书评

[Meatball Sundae_下载链接1](#)