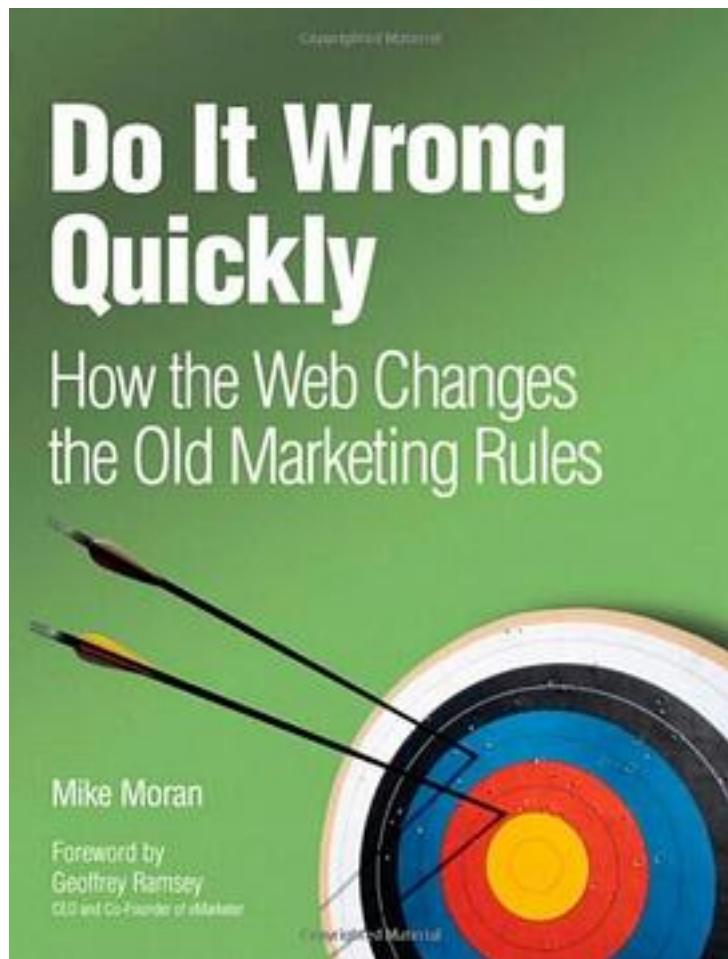


# Do It Wrong Quickly



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出版者:IBM Press

出版时间:2007-9-23

装帧:Paperback

isbn:9780132255967

"What's the one thing companies care about? Conversion. Getting potential customers to convert into real, actual, customers. But how do you do that in a world of Facebook, Google, YouTube, blogs, and Flickr? Mike Moran shows you how-by trying lots of little

things, studying the results, learning quickly from your failures, and doing it all over again. He gives you a framework for getting over your fears of talking with your customers without a committee to protect your behind. Great book." -Robert Scoble Video blogger of the Scoble Show and Co-author of the top-selling corporate blogging book, Naked Conversations Start Fast, Fix Fast, and Fix Again: Marketing for Breakthrough Results For decades, marketers have been taught to carefully plan ahead because "you must get it right-it's too expensive to change." But, in the age of the Web, you can know in hours whether your strategy's working. Today, winners don't get it right the first time: they start fast, change fast, and relentlessly optimize their way to success. They do it wrong quickly...then fix it, just as quickly! In this book, Internet marketing pioneer Mike Moran shows you how to do that-step-by-step and in detail. Drawing on his experience building ibm.com into one of the world's most successful sites, Moran shows how to quickly transition from "plan then execute" to a non-stop cycle of refinement. You'll master specific techniques for making the Web's "two-way marketing conversation" work successfully, productively, and profitably. Next, Moran shows how to choose the right new marketing tools, craft them into an integrated strategy, and execute it...achieving unprecedented efficiency, accountability, speed, and results. \* The indispensable online marketing guide for every CMO, brand marketer, direct marketer, online marketing specialist, strategist, and entrepreneur\* Learn more from your customers-and learn it faster\* Systematically measure online marketing results-and improve them\* Create deeper relationships with your customers on the Web\* Leverage podcasting, social networks, wikis, virtual worlds, search, viral marketing, blogs, and other new tools\* Build a lean, mean conversion machine \* Preview new innovations you'll be implementing next year and the year after\* Overcome the organizational, political, and personal obstacles that keep marketers doing things the "old-fashioned" way Foreward xv Preface xvii Acknowledgements xxiii About the Author xxvii Part 1: That Newfangled Marketing 1 Chapter 1: They're Doing Wonderful Things with Computers 3 Chapter 2: New Wine in Old Bottles 21 Chapter 3: Marketing Is a Conversation 55 Part 2: That Newfangled Direct Marketing 103 Chapter 4: Going Over to the Dark Side 105 Chapter 5: The New Customer Relations 149 Chapter 6: Customers Vote with Their Mice 211 Part 3: That Newfangled You 253 Chapter 7: This Doesn't Work for Me 255 Chapter 8: This Won't Work Where I Work 275 Chapter 9: This Stuff Changes Too Fast 315 Glossary 335 Index 365

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