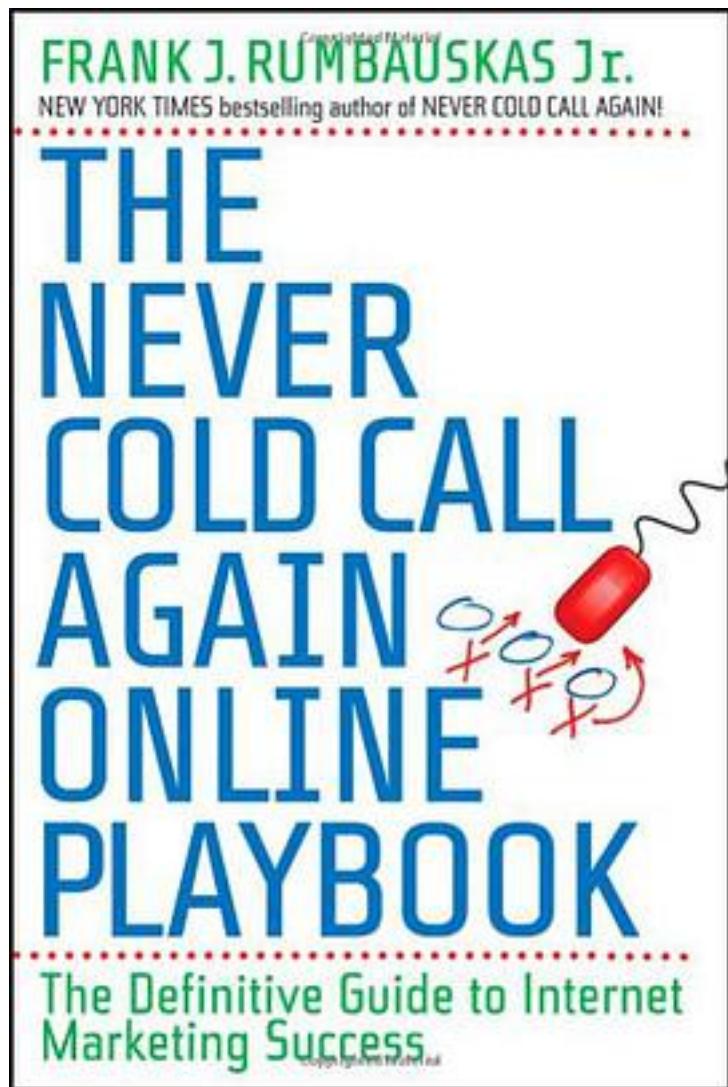


The Never Cold Call Again Online Playbook



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出版者:Wiley

出版时间:2009-10-26

装帧:Paperback

isbn:9780470503928

An all-in-one guide to online marketing from the "New York Times" bestselling author of "Never Cold Call Again" In "Never Cold Call Again, "Frank Rumbauskas shows salespeople how to achieve sales greatness without using those dreaded old tactics like cold calling. Now, in "The Never Cold Call Again Online Playbook, "he gives small business owners, independent professionals, and entrepreneurs a complete, all-in-one guide to the best practices of effective online marketing. The best marketers know all the secrets of using the Internet to fuel business growth. With "The Never Cold Call Again Online Playbook, "you'll have access to all the best proven Internet marketing wisdom, tactics, strategies, and tools. You'll learn how to develop a complete online marketing system that boosts sales and brings in customers galore. A comprehensive toolkit for creating a complete, powerful, and effective online marketing program for your business Written by online marketing guru Frank Rumbauskas, bestselling author of "Never Cold Call Again "and "Selling Sucks" A revolutionary system for increasing sales without tired old selling tactics that no longer work anyway How to explode your business with social media sites like Twitter and Facebook For anyone who owns or operates a business and wants to increase their sales, profits, and visibility online, "The Never Cold Call Again Online Playbook "is the ultimate practical resource.

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作者介绍：

FRANK J. RUMBAUSKAS JR是纽约时报畅销书《Never Cold Call Again!》和《Selling Sucks》的作者。他的观点经常被主流媒体引用，包括美国的《企业家》、《投资者商业日报》和《销售力》等。

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书评

讲得都不是很深入，流于表面的“术”，只是告诉了大家都知道的知识——不过倒是能算是系统梳理了一下...
邮件列表的重要性，通过合作经营扩大邮件列表，通过竞赛营销，等等，这些idea心中有数就行了。太追求“术”的东西，就会比较局限住自己的思路，有了idea和方向之后，自己...

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