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EYEBALL WARS

DAVID WEEDMAN & SCOTT

eyeball Wars A Novel Of Dotcom Intrigue

David Meerman Scott



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Marketing Lessons from the Grateful Dead David Meerman Scott, Brian Halligan, 2010-08-05 The Grateful Dead rock legends marketing pioneers The Grateful Dead broke almost every rule in the music industry book They encouraged their fans to record shows and trade tapes they built a mailing list and sold concert tickets directly to fans and they built their business model on live concerts not album sales By cultivating a dedicated active community collaborating with their audience to co create the Deadhead lifestyle and giving away freemium content the Dead pioneered many social media and inbound marketing concepts successfully used by businesses across all industries today Written by marketing gurus and lifelong Deadheads David Meerman Scott and Brian Halligan Marketing Lessons from the Grateful Dead gives you key innovations from the Dead s approach you can apply to your business Find out how to make your fans equal partners in your journey lose control to win create passionate loyalty and experience the kind of marketing gains that will not fade away

The New Rules of Sales and Service David Meerman Scott, 2016-06-14 The essential roadmap for the new realities of selling when buyers are in charge Sales and service are being radically redefined by the biggest communications revolution in human history Today buyers are in charge There is no more selling there is only buying When potential customers have near perfect information on the web it means salespeople must transform from authority to consultant product narratives must tell a story and businesses must be agile enough to respond before opportunity is lost The New Rules of Sales and Service demystifies the new digital commercial landscape and shows you how to stay ahead of the pack Companies large and small are revolutionizing the way business gets done and this book takes you inside the new methods and strategies that are critical to success in the modern market Real world examples illustrate the new marketplace in action and demonstrate the brilliant utility of taking a new look at your customer and your business This new edition has been updated to reflect the current reality of this rapidly evolving sphere with fresh strategies new tools and new stories Whether you re an independent contractor a multi national corporation a start up or a nonprofit this book is your essential guide to navigating the new digital marketplace David Meerman Scott provides up to the minute analysis of the current state of the digital commercial landscape plus expert guidance toward the concepts strategies and tools that every business needs now Among the topics covered in detail Why the old rules of sales and service no longer work in an always on world The new sales cycle and how informative Web content drives the buying process Providing agile real time sales and service 24 7 without letting it rule your life The importance of defining and understanding the buyer personas How agile customer service retains existing clients and expands new business Why content rich websites motivate interest establish authority and drive sales How social media is transforming the role of salesperson into valued consultant Because buyers are better informed and come armed with more choices and opportunities than ever before everything about sales has changed Salespeople must adapt because the digital economy has turned the old model on its head and those who don t keep up will be left behind The New Rules of

Sales and Service is required reading for anyone wanting to stay ahead of the game and grow business now **The New Rules of Marketing & PR** David Meerman Scott,2024-08-15 The updated ninth edition of the pioneering guide to generating attention for your idea or business jam packed with new AI techniques and fresh stories of success As the ways we communicate continue to evolve keeping pace with the latest technology including generative artificial intelligence AI like ChatGPT can seem an almost impossible task How can you keep your product or service from getting lost in the digital clutter The ninth edition of The New Rules of Marketing and PR offers everything you need to speak directly to your audience make a strong personal connection and generate attention for your business An international bestseller with half a million copies sold in twenty nine languages this revolutionary guide gives you a proven step by step plan for deploying the power of social media AI and content to maintain your competitive advantage and get your ideas seen and heard by the right people at the right time You ll discover the latest approaches for highly effective public relations marketing and customer communications all at a fraction of the cost of traditional advertising The latest edition of The New Rules of Marketing and PR has been completely revised to present highly effective strategies and tactics to help you get found by your buyers The most important and comprehensive update to this international bestseller yet shows you details about the pros and cons of using generative AI the most significant development in modern marketing and public relations since the first edition of this book was published back in 2007 The definitive guide on the future of marketing used as a primary resource in thousands of companies and hundreds of university courses this must have resource will help you Incorporate the new rules that will keep you ahead of the digital marketing curve Make your marketing and public relations real time by incorporating techniques like newsjacking to generate instant attention exactly when your audience is eager to hear from you Gain valuable insights through compelling case studies and real world examples showing you how to use the latest AI tools without losing the personal touch in your communications WThe ninth edition of The New Rules of Marketing and PR How to Use Content Marketing Podcasting Social Media AI Live Video and Newsjacking to Reach Buyers Directly is the ideal resource for entrepreneurs business owners marketers PR professionals and managers in organizations of all types and sizes The New Rules of Marketing and PR David Meerman Scott,2020-04-28 The seventh edition of the pioneering guide to generating attention for your idea or business packed with new and updated information In the Digital Age marketing tactics seem to change on a day to day basis As the ways we communicate continue to evolve keeping pace with the latest trends in social media the newest online videos the latest mobile apps and all the other high tech influences can seem an almost impossible task How can you keep your product or service from getting lost in the digital clutter The seventh edition of The New Rules of Marketing and PR provides everything you need to speak directly to your audience make a strong personal connection and generate the best kind of attention for your business An international bestseller with more than 400 000 copies sold in twenty nine languages this revolutionary guide gives you a proven step by step plan for leveraging the power of technology to get

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World Wide Rave David Meerman Scott, 2009-02-23 A World Wide Rave What the heck is that A World Wide Rave is when people around the world are talking about you your company and your products It s when communities eagerly link to your stuff on the Web It s when online buzz drives buyers to your virtual doorstep It s when tons of fans visit your Web site and your blog because they genuinely want to be there Rules of the Rave Nobody cares about your products except you No coercion required Lose control Put down roots Point the world to your virtual doorstep You can trigger a World Wide Rave Just create something valuable that people want to share and make it easy for them to do so What happens when people can t stop talking online about you your company and your products A World Wide Rave is born that can propel a brand or company to seemingly instant fame and fortune How do you create one By learning the secret to getting links YouTube Facebook and blog buzz to drive eager buyers to your virtual doorstep For free In World Wide Rave David Meerman Scott author of the award winning hit book The New Rules of Marketing and PR reveals the most exciting and powerful ways to build a giant audience from scratch

Real-Time Marketing and PR David Meerman Scott, 2011-12-01 Launch effective real time communications to win in today s always on world Gone are the days when you could plan out your marketing and public relations programs well in advance and release them on your timetable Real time means news breaks over minutes not days It means companies develop or refine products or services instantly based on feedback from customers or events in the marketplace And it s when businesses see an opportunity and are the first to act on it In this eye opening follow up to The New Rules of Marketing and PR a BusinessWeek bestseller David Meerman Scott reveals the proven practical steps to take your business into the real time era Find out how to act and react flexibly as events occur position your brand in the always on world of the Web and avoid embarrassing mistakes and missteps Real Time Marketing and PR

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