

Beyond buzz: the next generation of word-of-mouth marketing

Kelly, Lois, 1955- , author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20443642&lokasi=lokal>

Abstrak

It's official: the old marketing model is dead, and word of mouth is king. But while a lot of attention has been paid to the mechanics of creating buzz, only the savviest of marketers have learned to focus on crafting the right kind of message -- because without it, even the loudest buzz will soon die down. **Beyond Buzz** shows readers how to listen to customers, identify what is important to them, and then craft the kind of message that will truly resonate and spark conversation.