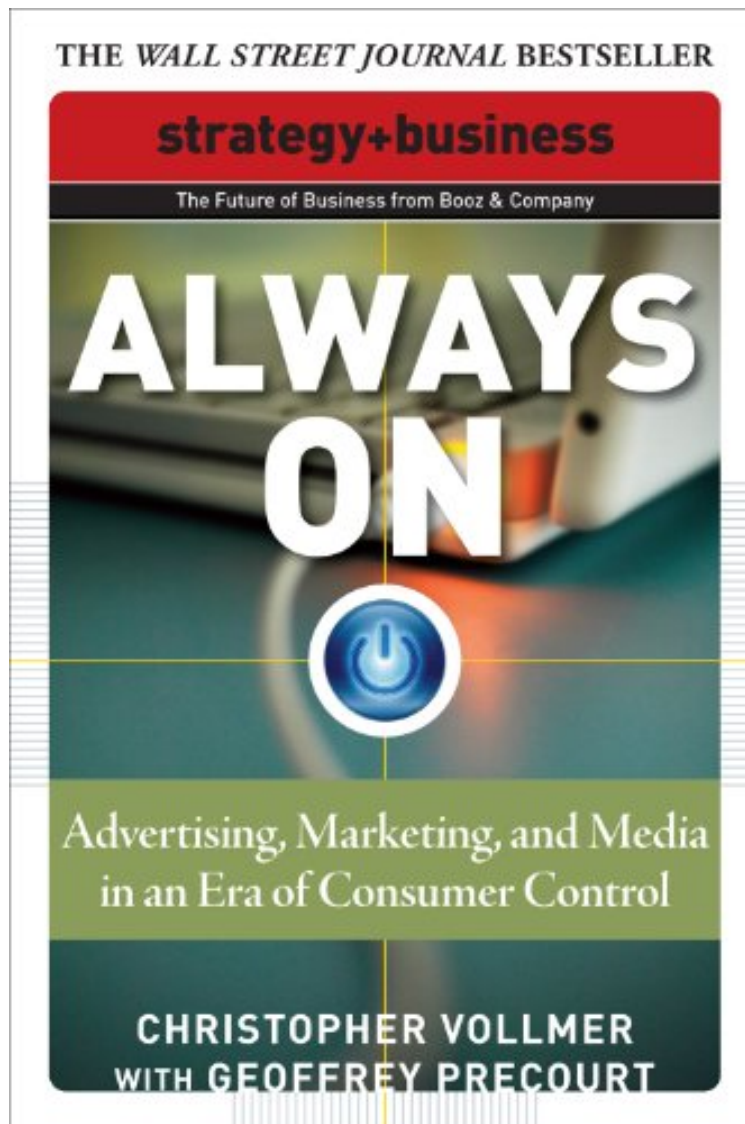


(Library ebook) Always On: Advertising, Marketing, and Media in an Era of Consumer Control (Strategy + Business)

## Always On: Advertising, Marketing, and Media in an Era of Consumer Control (Strategy + Business)

*Christopher Vollmer, Geoffrey Precourt*

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**Christopher Vollmer, Geoffrey Precourt : Always On: Advertising, Marketing, and Media in an Era of Consumer Control (Strategy + Business)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Always On: Advertising, Marketing, and Media in an Era of Consumer Control (Strategy + Business):

1 of 1 people found the following review helpful. Its About Creativity CollaborationBy Jeffrey SwystunIn this time

where everything has to be new or is sped up and presented in bite-sized pieces, it is great to see a book from 2008 still highly relevant in 2010. As well, it does not dumb-down concepts but presents them logically and in enough detail for the reader to absorb them and potentially apply them. I first read *Always On* when it came out and just went through it again. One debate I would have with the author is that the Marketer-Agency Change or Die subject actually goes both ways. Many times agencies challenge their clients to take risks, experiment with new practices, and let creativity loose and it is the marketers who push back due to their organization's culture and inertia. Also consumers are not so much in control as they are now actively participating and collaborating with brands. Thanks to the authors for this effort, I appreciate all of Booz's thought leadership and am a loyal reader of *Strategy + Business*. 1 of 1 people found the following review helpful. Great Departing Point  
By Customer  
This book is a great departing point to understand the new dynamics of marketing as more non-traditional mediums begin competing for the user's attention. No longer are marketing budgets dedicated to the traditional mediums (TV, Radio and Magazines), but more and more CMOs are realizing that digital marketing, with all its intrinsic challenges, is the platform where more marketing dollars will be spent sooner rather than later. The book mentions how some companies are leveraging mobile marketing with more traditional mediums to reach their intended audience in new and interesting ways. .A great read for those who find marketing and the new directions it is taking interesting. 0 of 1 people found the following review helpful. JUST OK  
By great book  
THE BOOK WASN'T REALLY FUN TO READ, A LITTLE LONG WINDED AND WASN'T THAT INSIGHTFUL. BETTER OFF BUYING PRINCIPAL/INTRO OF/TO MRKETING BOOK.

The Wall Street Journal Bestseller *The Future is Now--Get Ready to Reap the Profits*. We stand at the beginning of a consumer-centric age--an era with potentially enormous returns for leaders in marketing, advertising and media--if they get their approach right. The new media environment is "always on," digitally accessible to audiences from anywhere at any time, and responsive to their control. As consumers get used to this, the world of marketing is shifting to one of constant experimentation, fine-grained insight through new metrics, and continual innovation of the visible advertising message, as well as the changing business infrastructure beneath it. The thought leaders at Booz Company and *strategy+business* magazine have collaborated to create an up-to-the-minute exploration of this turbulent yet promising new digital era and its implications for corporate executives and marketing and advertising professionals. Giving you profiles of the best in the business and deep explorations of the most effective innovations and strategies in the marketing world, *Always On* introduces you to the companies that are reshaping the ways we will reach customers in the future. Their secrets are in this book, including how to: Match your messages to the right media Learn the leading strategies of consumer-centric pioneers Discover the lessons of laggard marketers Explore viral marketing Track advertising spending shifts Capture emerging opportunities in a world of constant change Master the new marketing metrics Engage your customers on their terms Figuring out the best mix of strategies for any brand requires experimentation, networking, innovation, analytics, and risk taking--qualities that have never been adequately nurtured in a marketer's traditional career path. *Always On* puts you at the front of the race for successful innovation, with the latest successful approaches and techniques--essential competitive knowledge in a marketing and advertising world that never quits.

From the Back Cover  
Praise for the Wall Street Journal Business Bestseller "Chris Vollmer's *Always On* captures the dramatic changes taking place in the marketing-media ecosystem and renders them and their implications with striking elegance."  
-Randall Rothenberg, president and CEO, Interactive Advertising Bureau  
"Always On captures the essence of how the Internet is putting control in the hands of consumers, and offers straightforward guidance for executives and companies to not only survive-but thrive-in that world as it changes."  
-Dave Morgan, executive vice president of Global Advertising Strategy, The AOL division of Time Warner  
"Always On is an owner's manual for today's brand manager. Keep it in your glove compartment."  
-David Verklin, CEO, Aegis Media Americas, and author of *Watch This, Listen Up, Click Here*  
"This book addresses the highest level of consumer-centered advertising and marketing strategy in a way that will pay big dividends for the reader. If you do not understand the digital world, it is a must read for anyone who wants to succeed in the 21st Century."  
ROBERT L. DILENSCHNEIDER, founder and chairman, The Dilenschneider Group, Inc.  
"Helps marketers, agencies, and media companies understand the larger context of the consumer-in-control era, from the splintering of medial channels to the development of new metrics for advertising effectiveness."  
-*Strategy + Business* magazine  
About the Author  
Christopher Vollmer is a Vice President of Booz Company, and leads the North American media and entertainment work.