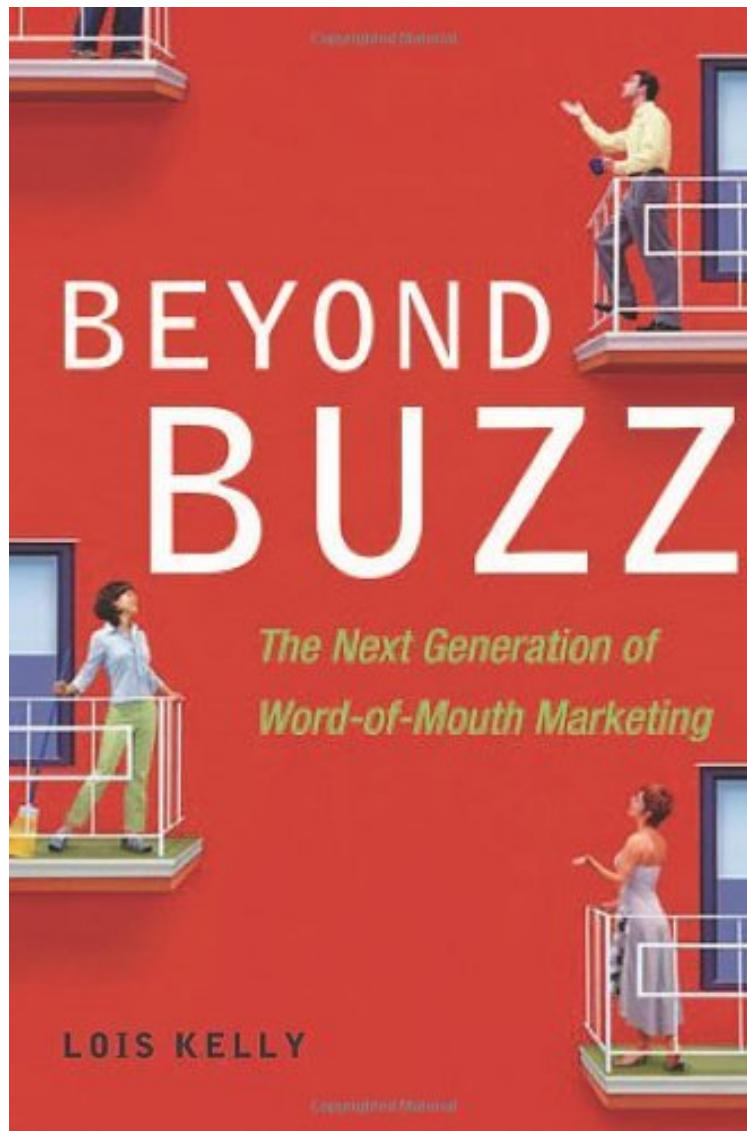


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Beyond Buzz: The Next Generation of Word-of-Mouth Marketing

Lois Kelly

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Lois Kelly : Beyond Buzz: The Next Generation of Word-of-Mouth Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Beyond Buzz: The Next Generation of Word-of-Mouth Marketing:

0 of 0 people found the following review helpful. little bit boring.By ScottSo far, disappointing. kinda boring1 of 1 people found the following review helpful. Practical, usable infoBy Carol M. MeerschaertKelly does a great job giving you the tools to implement social marketing techniques in your business. Her description of the "alpha-fraidy cat" is dead on. She describes the problems and offers solutions. This book is great.Also, if you get a chance to see her live,

as I did at a Philadelphia American Marketing Assoc meeting, go! 1 of 1 people found the following review helpful. I'm fussy and this is best book ever! By Anya I'm involved in marketing and have read many of the books out there on the topic...and this one beats them all! Written in a conversational, candid way, it pleasantly guides us to thinking along fresh lines. VERY useful! I refer to it again and again!

Marketers talk about creating 'buzz' - something which always threatens to fade away as soon as the next sound bite arrives to take its place - but only the smartest of marketers realize that to be effective, word-of-mouth has to have the right message attached to it: the kind that gets people talking and results in real communication. "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 not just fade away.

"..a prodigious and worthy successor to [The Cluetrain Manifesto] by looking at the ways humans communicate with each other." The Miami Herald, Sept. 10, 2007 "Idquo;Lois Kelly has delivered a prodigious and worthy successor to that book [The Cluetrain Manifesto] by looking at the ways humans communicate with each other and how conversational aspects, hooks and themes can be used for marketing. She brings the proverbial cluetrain into the station and unpacks some of the freight.rdquo; The Miami Herald, Sept. 10, 2007 Winner of the Gold Medal in the first annual Axiom Business Awards, sponsored by Inc. Magazine, in the advertising/marketing/PR/event planning category. Tied with Word of Mouth Marketing by Andy Sernovitz.rdquo; From the Back Cover"This is an amazing book, a must read for every marketing manager interested in improving ROI. Stimulating, informative, lively, beautifully written, it's loaded with more insights per page than any marketing book I've read. I love it."-- Dr. Kevin J. Clancy, chairman and CEO of Copernicus, and author of the best selling Counterintuitive Marketing and The Marketing Revolution. "The Cluetrain Manifesto was a call for corporations to wake up to the global conversations about them, and potentially with them. In Beyond Buzz, Lois Kelly gives corporations the practical tools to answer that call."--Walter J. Carl, Ph.D., Assistant Professor, Department of Communication Studies, Northeastern University "Lois Kelly shows us how to have meaningful conversations with our customers in a practical no-nonsense way. The dialogue about our brands is now in the consumer's hands. If we are going to influence that dialog as marketers, we have to change the way we think about our messages. I found this book insightful and practical." --Laura Stanton, Director of Marketing, Dunkin' Brands Inc. "Beyond Buzz is filled with no nonsense, straightforward, and - heaven help us! - hype-free advice for marketing professionals on how to tell a story well. Kudos to Ms. Kelly for reminding me of why I got into this field in the first place - to connect those who want to tell a story to those with whom they want to share the story...and to help them tell it in a meaningful, respectful, relevant, and passionate way."--Peg Culotta Kates, Director, SAP Global Public Services "I first encountered Lois Kelly at a conference a couple of years ago. She was the bright light among many excellent speakers...conversational, engaging, dynamic, coming to you with fresh ideas and a unique point of view. Her message: marketers can unleash their companies by getting them to have exactly these attributes. I wanted to know more about what she did and how she thought. Beyond Buzz is that more, and more. It builds on her important ideas and offers a comprehensive set of tools and strategies for standing out in our already tippytoed, over-hyped world."--Mark Lundegren, Strategic Planning Leader, Swiss Re Americas "To become relevant, you need to engage your customers. Beyond Buzz is a practical guide on how to develop conversational marketing techniques in today's consumer-driven world. A must read for today's brand builders." --Mike Janover, Vice-President of Marketing, CNET About the Author Lois Kelly (Cumberland, RI) is the founder of Foghound, a strategic communications consulting firm specializing in branding, whose clients have included Sun Microsystems, FedEx, and others. Previously, she was Senior Vice President of The Weber Group, one of the largest PR firms in the world. Her articles have appeared in USA Today, The Wall Street Journal, Brand Week, Advertising Age, and others.