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Connected Marketing

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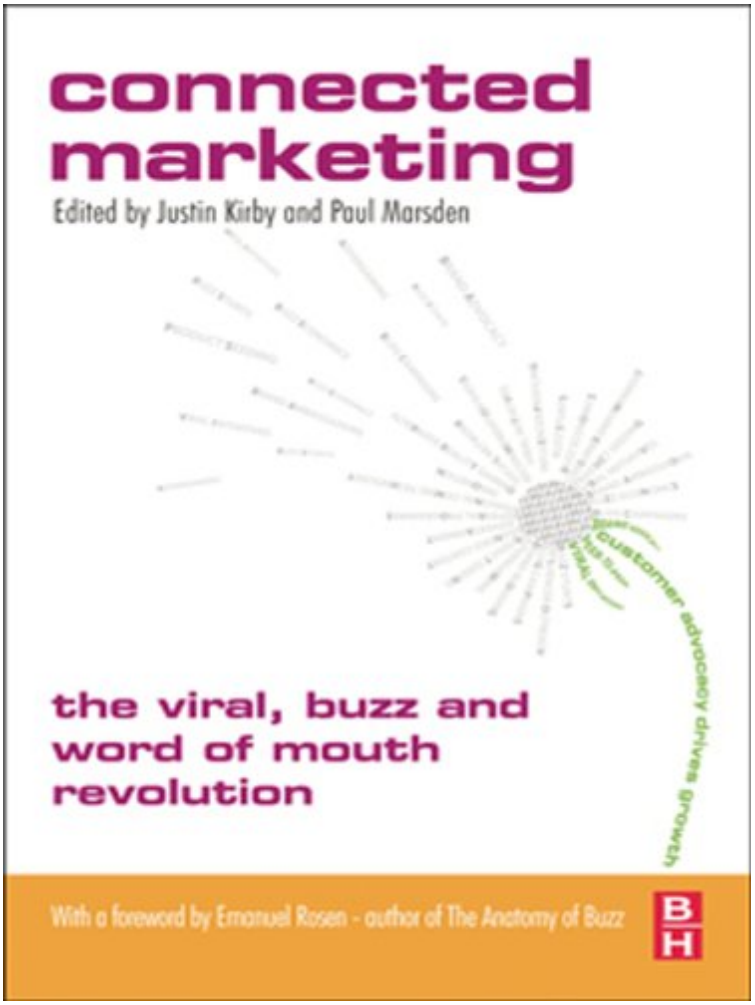

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Connected Marketing is a business book about the state of the art in viral, buzz and word-of-mouth marketing. Written by 17 experts working at the cutting edge of viral, buzz and word-of-mouth marketing, Connected Marketing introduces the range of scalable, predictable and measurable solutions for driving business growth by stimulating positive brand talk between clients, customers and consumers. Edited by marketing consultants Justin Kirby (Digital Media Communications) and Dr. Paul Marsden (Spheeris/London School of Economics), and with a foreword by Emanuel Rosen (author of the bestselling lsquo;Anatomy of Buzzrsquo;) Connected Marketing is a collaborative work written by 17 opinion-leading consultants and practitioners working at the cutting edge of viral, buzz and word of mouth marketing. Contributing authors to Connected Marketing are Steacute;phane Allard (Spheeris), Schuyler Brown (Buzz@Euro RSCG), Idil Cakim (Burson-Marsteller), Andrew Corcoran (Lincoln Business School), Steve Curran, (Pod Digital), Brad Ferguson (Informative), Justin Foxton (CommentUK), Graham Goodkind (Frank PR), Justin Kirby (Digital Media Communications), Paul Marsden (Spheeris), Liam Mulhall (Brewtopia), Greg Nyilasy (University of Georgia), Martin Oetting (ESCP-EAP European School of Management), Bernd Rouml;thlingshouml;fer (Independent), Sven Rusticus (Icemedia), Pete Snyder (New Media Strategies) and Thomas Zorbach (vm-people).Connected Marketing shows how businesses can harness connectivity between clients, customers and consumers as powerful marketing media for driving demand.

About the AuthorJustin Kirby, MD of Digital Media Communications Ltd (DMC) based in London and Sydney Justin started his career in the mid-80s working on ground-breaking multimedia installation projects, including the famous Herbie Hancock video robotics models. In 1994 Justin founded DMC, the experts in planning, seeding and tracking online viral and buzz marketing campaigns for major brands, including Diesel, EA Sports, Eidos, Levi's, Mates, Mazda, MTV, Sony Ericsson, Ubi Soft, Virgin and Xbox.Dr Paul Marsden is a consultant social psychologist for the London School of Economics, specialising in the dynamics of fashions and fads. With a PhD in social contagion and a background in marketing, his expertise is in generating and managing positive word of mouth for new products.