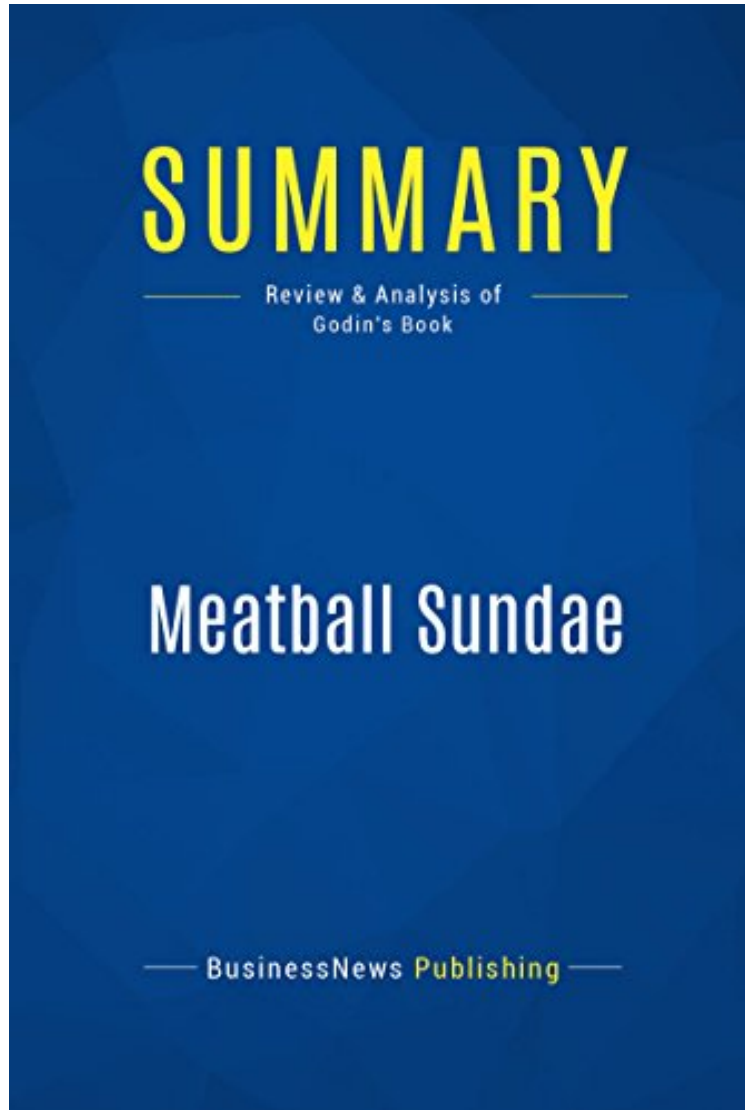


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BusinessNews Publishing : Summary: Meatball Sundae: Review and Analysis of Godin's Book before purchasing it in order to gauge whether or not it would be worth my time, and all praised Summary: Meatball Sundae: Review and Analysis of Godin's Book:

The must-read summary of Seth Godin's book: "Meatball Sundae: Is Your Marketing Out of Sync?". This complete summary of the ideas from Seth Godin's book "Meatball Sundae" shows that sometimes when you mix two good ideas, you can come up with something incompatible. A meatball sundae sounds entirely unappetising, even though in

and of themselves meatballs might taste nice and ice cream sundaes taste good. In his book, the author explains that the same thing is happening in marketing today. Think of traditional marketing vehicles as being like meatballs. Many successful companies have been built from the ground up using conventional marketing strategies and techniques. When these companies try and add in the new marketing devices like social networks, blogs, Google and all the other interesting stuff, it doesn't work.

Added-value of this summary:bull; Save timebull; Understand key conceptsbull; Expand your knowledgeTo learn more, read "Meatball Sundae" and find out how to make the right combinations and start making superior ice cream sundaes.