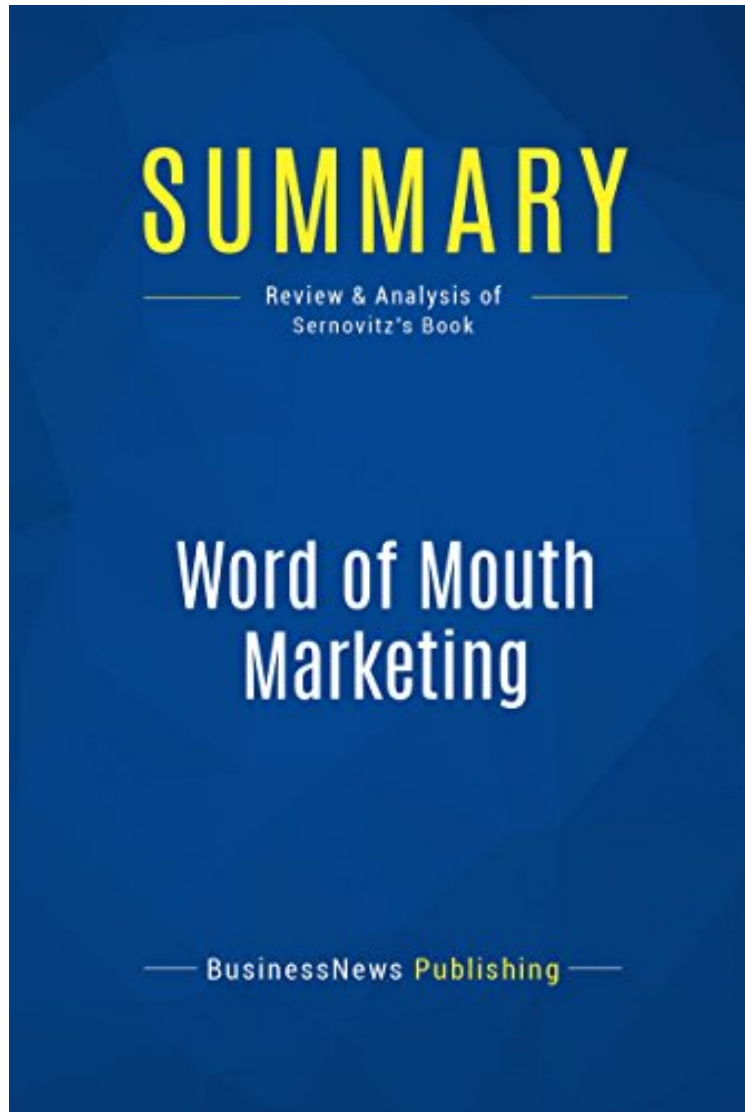


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The must-read summary of Andy Sernovitz's book: "Word of Mouth Marketing: How Smart Companies Get People

Talking". This complete summary of the ideas from Andy Sernovitz's book "Word of Mouth Marketing" shows how this type of marketing isn't really about the marketers, or even marketing itself. It's all about creating happy customers and making them your best advertisers. In his book, the author explains the characteristics that make word of mouth marketing great for your business and why you should focus on the happiness of your customers in order to drive sales. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Word of Mouth Marketing" and discover why your customers are the real driving force behind your marketing.