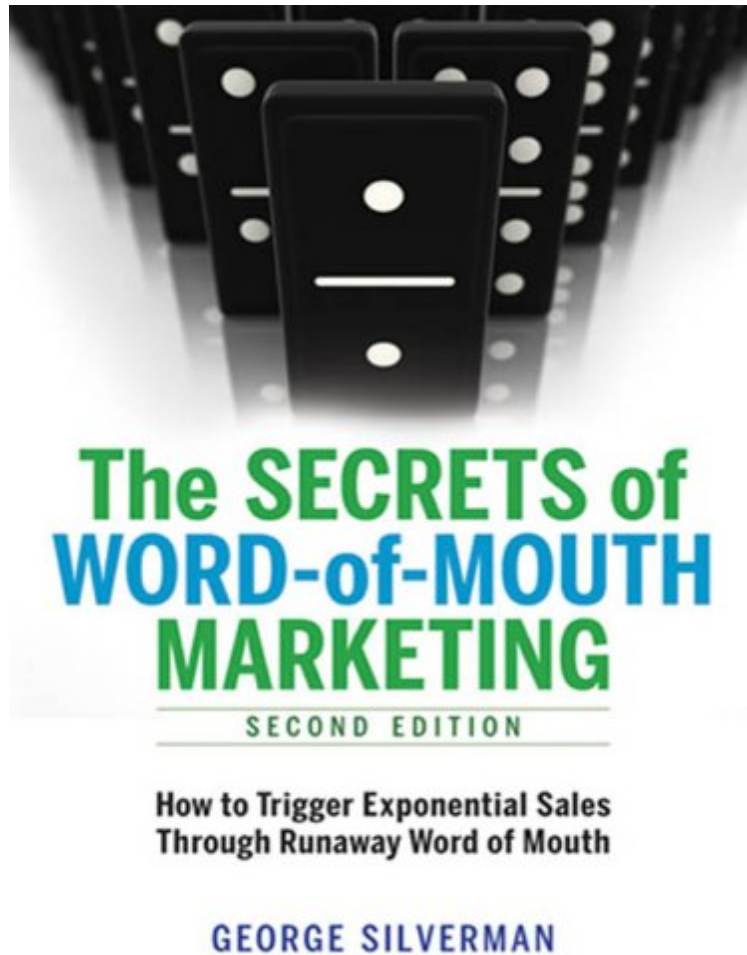


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The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth

George SILVERMAN

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George SILVERMAN : The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth:

6 of 6 people found the following review helpful. Book is geared towards big companies...pass it onBy Dom VillariThis book provides a functional introduction to the concept of word-of-mouth and what is sometimes called viral marketing. However, it definitely won't be the last book you'll need on the subject. The examples presented in the book mainly focus on larger companies with significant budgets. They also tend to have either established brands or

established products. The products neatly fit into clear categories. In other words, any type of marketing campaign with a significant budget and well-written copy would have worked. Most small businesses without a large marketing budget or pre-established brand or product won't find much of this book relevant. I find this ironic since word of mouth is generally regarded as a method accessible to smaller businesses. If you work for Coke or Dell this book is for you. If you just started a new online business or small restaurant this book is probably not for you. 6 of 6 people found the following review helpful. For marketing-impaired persons like me...excellent! By Stephen Armstrong I admit it: I have a tin ear for marketing. I flunked Marketing in the MBA program. I hated it, I hated the professor, and he hated me. So this book was a major turn-around for me. I found it very useful, practical, detailed, un-hyped, and respectful of customers. Silverman helped me set up a word-of-mouth marketing plan for my business that was coherent, understandable, and worth the effort. This book also made me think again about unproductive marketing I was doing-- such as advertising in the newspaper, which reached nobody whom I wanted to reach. For these reasons, besides that of helping re-tune my tin marketing ear, this book gets a BIG 5 stars. 11 of 12 people found the following review helpful. Excellent, Very Thorough Book on WOM By Rachel Simeone I consider this one of the top ten marketing books that I have ever read. Silverman begins by putting forth his theory that the best way to dominate a market is to shorten the customer decision process. He then shows why word of mouth marketing is the best strategy for shorten the customer decision process. The bulk of the book is a step by step plan for generating various types of word of mouth. The information is well organized and clearly presented and, unlike many business books, is not just a promotion of his consulting service, but rather a handbook of everything that Silverman has learned in his many years of consulting. If I were going to read only one book on word of mouth marketing, this would be the one.

The first edition of *The Secrets of Word-of-Mouth Marketing* provided readers with step-by-step guidance for constructing a word-of-mouth marketing campaign that would penetrate successive audience tiers and build sales exponentially. Extensively revised to reflect the profound changes in the marketplace, from new attitudes and communication methods, to new ways of relating to increasingly wary Web 2.0 customers, the second edition of this groundbreaking book shows readers how they can move beyond traditional approaches to inspire the kind of word of mouth that catches fire and generates revenue. Featuring enlightening case studies and examples, as well as an updated version of the author's innovative Decision Matrix for identifying potential buyers and determining and crafting the right kind of message, *The Secrets of Word-of-Mouth Marketing* simplifies the process of choosing the delivery method, harnessing the power of influencers, and measuring results. From how to navigate the latest digital media to what Malcolm Gladwell got wrong, this is still the last word on word of mouth.