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It is great and fantastic. Better then never, though i am quite late in start reading this one. Your life period will likely be transform once you comprehensive reading this book.
(Blanca Davis)

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John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Recommend This!: Delivering Digital Experiences That People Want to Share, Jason Thibeault, Kirby Wadsworth, A detailed look at relationships and how to harness their power for business growth This book teaches marketers how to build successful relationships with early-stage buyers by creating trust and a sense of friendship. The first step is learning to understand buyer activity to gauge what they want or might want when they first visit an online site. Then marketers must use strategies to capture the buyer s attention and build the relationship carefully, rather than aggressively trying to close a sale. Authors Jason Thibeault and Kirby Wadsworth have proven themselves as innovative thought leaders, researchers, and trustworthy guides in improving revenue streams. Their book aims to show organizations the value of relationships in a digital age and a clear method for quantifying that value. It includes specific techniques, like storytelling and personalized content, which have been proven to improve conversions and engage customers. The barriers to finding and engaging with consumers have been destroyed by the ease of clicking a mouse button or tapping on a screen. Today s technology enables competitors to emerge seemingly overnight, and the wide range of choices consumers have today means that businesses can no longer compete solely on product. Recommend This! helps organizations take advantage of the one aspect of business that hasn t changed relationships. It teaches marketers the strategies they need to be successful in a digital world where forming, cultivating, and taking advantage of relationships can be difficult. Recommend This! teaches organizations how to measure and manage relationships while offering specific strategies to create revolutionary change. It is a must read for anyone who needs to understand how digital relationships alter the way we do...

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