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THE NEXT EVOLUTION OF MARKETING: CONNECT WITH YOUR CUSTOMERS BY MARKETING WITH MEANING



BRILLIANCE AUDIO, 2015. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. The old interruptive model of marketing doesn't work. Customers are tuning out. They no longer listen to in-your-face messages. Marketing strategist Bob Gilbreath's hot new concept, Marketing with Meaning, represents the next evolutionary step in a progression following direct marketing and permission marketing. Rather than pushing a product or service, Marketing with Meaning woos customers by offering them something of value independent of purchase. In The...

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- Authored by Bob Gilbreath
- Released at 2015



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Reviews

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