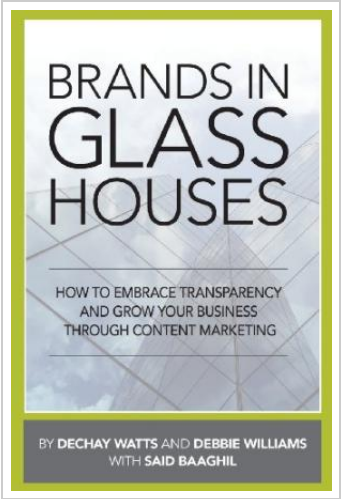

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Brands in Glass Houses: How to Embrace Transparency and Grow Your Business Through Content Marketing (Paperback)

By Dechay Watts, Debbie Williams

CMI Books, Division of Z Squared Media, LLC, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.From mom-and-pop shops to mega brands, from B2B to B2C, one common theme exists: consumers are leading the course of marketing. Today, successful companies do not talk at the customer; they talk with them, honestly and humanly. This expectation of honest communication and brand transparency has started a revolution. People are savvier and less apt to fall for a manufactured backstory - and they lose interest quickly in marketing jargon. For the first time in history, the truth sells. Brands in Glass Houses shines light on businesses that are revealing themselves authentically, not just as a marketing tactic, but also as a way of doing business. It shows you how to provide interesting content so that customers can connect with your brand on an emotional level, thus making them more eager to buy from you, talk about you, share their experiences with you, and ultimately, listen to what you have to say. Brands in Glass Houses takes you through the complete marketing lifecycle, from uncovering your brand story, to using content marketing services to give away...

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