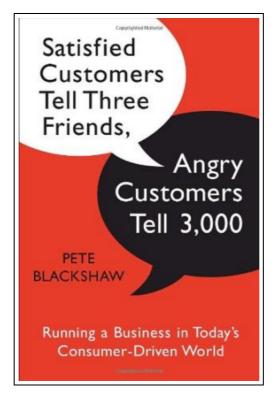
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Reviews

This publication is definitely not simple to begin on studying but quite fun to see. It really is full of knowledge and wisdom I am just effortlessly can get a satisfaction of studying a created pdf. (Alfreda Bradtke)

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Broadway Books (A Division of Bantam Doubleday Dell Publishing Group Inc), United States, 2008. Hardback. Book Condition: New. 214 x 142 mm. Language: English . Brand New Book. In today s Internet-driven world, customers have more power than ever. Through what interactive marketing expert Pete Blackshaw calls consumer-generated media --blogs, social networking pages, message boards, product review sites--even a single disgruntled customer can broadcast his complaints to an audience of millions. Blackshaw shows managers, marketers, and business leaders how to establish and maintain credibility for their brand by being authentic, listening and responding to customers, and forming relationships built on openness, transparency, and trust. Filled with stories based on his experience working with Fortune 500 brands such as Toyota, Dell, Nike, Sony, General Motors, Hershey, Unilever, Nestle, Lexus, and Bank of America, Blackshaw offers a clear strategy to sustain a competitive advantage by creating enduring, loyal relationships with today s consumer.

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