



## The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning

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By Bob Gilbreath

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 Next Evolution of Marketing, Gilbreath describes the marketing revolution now underway and the powerful forces driving it. Inside, he provides Marketing with Meaning success stories, including: Samsung's laptop and cell phone charging stations, which are now found in more than 50 airports throughout the United States; Dove's Campaign for Real Beauty and its viral video Evolution, which has been viewed more than 100 million times; Burger King's Xbox advergames, which helped boost the company's profits by 40 percent in one year. This first-ever comprehensive model for creating and managing a meaningful marketing campaign uses in-depth case studies of successful campaigns and explains how to develop and execute a solid strategy for meeting customers' needs. It also...



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