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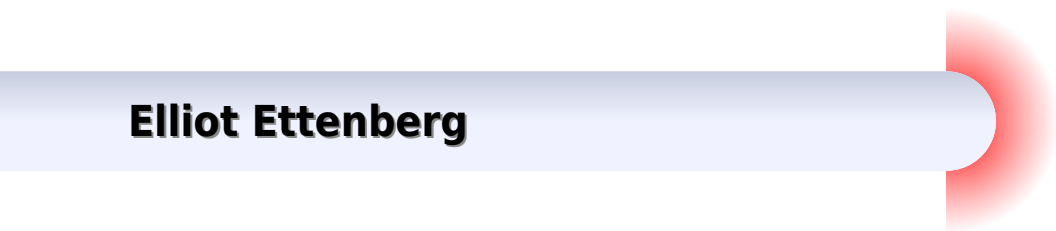
redefining marketing in the multichannel age

It's time to stop thinking of marketing as a one-way street. The old model of mass marketing, where a company would create a product and then try to sell it to a mass audience, is no longer viable. In the new economy, marketing is a two-way street. Companies need to listen to their customers and respond to their needs. This means creating a personalized experience for each customer, rather than a one-size-fits-all approach. The new model of marketing is one that is customer-centric, data-driven, and highly targeted. It's about understanding your customers and their needs, and then using that information to create a personalized experience for each of them. This is the only way to succeed in the new economy.

David Mercer

New Economy Expression Redefining Marketing In The Multichannel Age

Elliot Ettenberg



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New Economy Excellence Series, New Economy Expression David Mercer, 2001-08-07 No marketer can ignore the Internet or its potential Part of the post hype New Economy Excellence series New Economy Expression differs from its competition by looking first at the Internet as a means of promotion and then at how the traditional tools of marketing can and must be updated and redesigned to take full advantage of the new business environment Readers will emerge with an enhanced understanding of the Internet's true potential for e marketing and a set of powerful practical tools to help them seize opportunities and prosper in this exploding area Other titles in the New Economy Excellence series include New Economy Edge Strategies and Techniques for Boosting Online Profitability Jeremy Kourdi 0471498440 New Economy Energy Unleashing Knowledge for Competitive Advantage Sultan Kermally 0471499633 New Economy Emotion Engaging Customer Passion with e CRM Alfredo Zingale and Matthias Arndt 0471841354 Books in Print Supplement, 2002 **Books In**

Print 2004-2005 Ed Bowker Staff, Staff Bowker, Ed, 2004 *Verzeichnis lieferbarer Bücher*, 2002 *Consumer Behavior* Senay Sabah, 2017-11-21 No time in the history consumption is considered to be as important as in today's world It defines who we are how well perfect we perform our multiroles within the society buying the most expensive clothes means being the best mom for instances what symbolic meanings we attribute to our belongings and how rich clever fashion conscious or innovative we are Due to multidisciplinary and multimethod character of the concept of consumer behavior it is appropriate to study it accordingly in order to understand the subject with its different aspects and holistically Especially with the cultural social and technological changes within today's world this issue becomes prominent This book is a modest try for that end **Resources in Education**, 1996-07 *Business Periodicals Index*, 1988 **Resources in Education**, 1996

Intermedia, 1996 **The Next Economy** Elliot Ettenberg, 2001-12-22 A powerful new approach to building customer commitment loyalty and market share Marketing guru Elliott Ettenberg has taken a close look inside scores of businesses from traditional retail and manufacturing companies to sleek new dot coms What he has seen is an emerging trend that has many corporate strategists running scared When baby boomers retire the biggest spenders in history will dramatically cut back on spending forcing retailers to duke it out that much harder for their shares of rapidly dwindling markets To survive this dramatic power shift businesses must adopt a new marketing paradigm based not on merely satisfying the customer but delighting the customer In The Next Economy Ettenberg provides readers with just such a model and a set of powerful strategies that companies can use today to prepare themselves to thrive in the years ahead With the help of many in depth case studies he schools readers in cutting edge psychographic methods for identifying market segments in an economy driven by customer wants rather than needs He explains how to distinguish consumers from customers and describes proven techniques for forging long term highly profitable relationships with core customers And he educates readers in the all important Four R s Relationships Retrenchment Relevancy and Reward powerful tools that can save any company

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