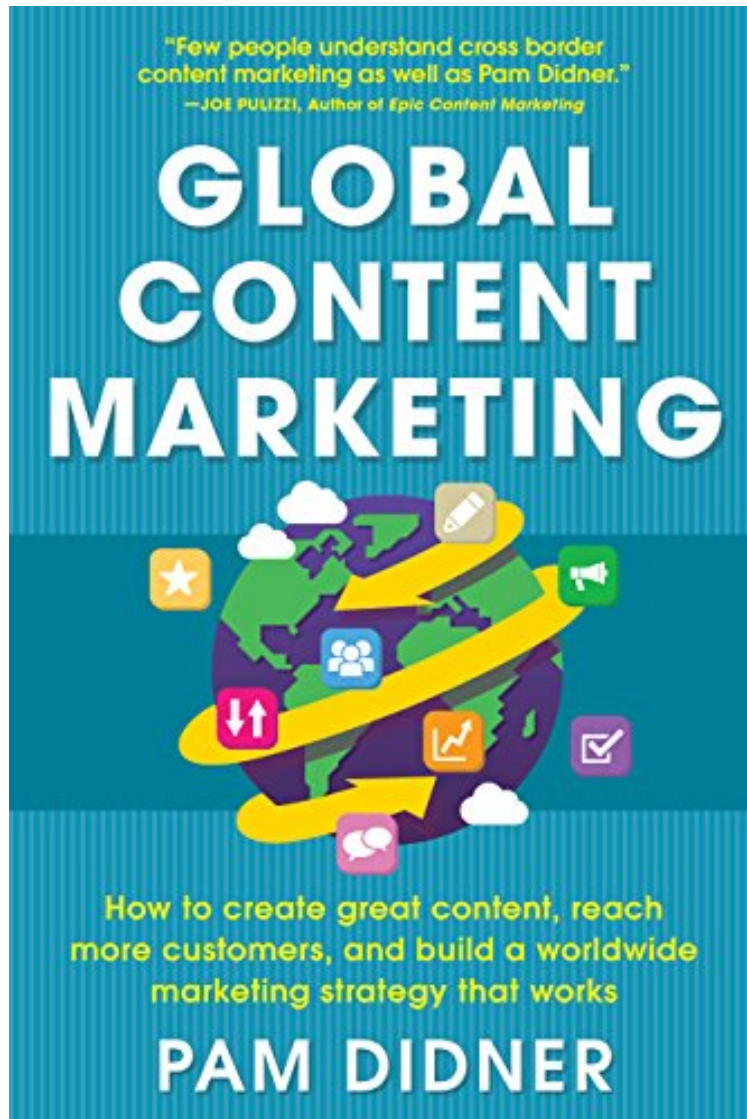


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Global Content Marketing: How to Create Great Content, Reach More Customers, and Build a Worldwide Marketing Strategy that Works

Pam Didner

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My clients are physicians, hospitals, clinics, and others who are realizing that without content marketing, their website and social media rankings will plummet. Websites without content marketing are essentially static e-brochures, very likely to get punished severely by Google, Yahoo, Bing and other search engine algorithms. This is a book I would recommend to my clients so that they can read it first and save the money from hiring me to read it to them in chunks. It prepares the content marketer to get more benefit and value from a coaching consultant, editor, web designer, or publicist. This book, in particular helps them to write or develop content for global effectiveness.
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Loved this book. The author makes the content easy to follow, simplifying a complex subject. If you want to get your marketing team up to speed fast on some of the critical basics, this book is for you and your department. Even though we all know what the 4 P's are -- the author expands the concepts to an useable format that you can implement immediately upon reading. This book would also be a great teaching tool for both corporate and students. Highly recommend this book.
1 of 1 people found the following review helpful. Meh
By Bill C
Found the book to be rather bland. There are some decent case studies and it's nice that each chapter closes with some key points for the different personas who may be reading the book. But, overall the advice given is relatively obvious. If you asked an expert, "How can I do global content marketing well?", and the response was, "Have a clear plan.", you wouldn't be super impressed. That's more-or-less the impression I was left with after reading this book.

Engage Customers Around the World with Cross-Regional Content Marketing Technology has virtually erased national borders, forever transforming the way we reach and engage customers, as well as the way we search for and consume content. Global Content Marketing takes you step-by-step through the process of creating and refining your strategies to meet this new reality. LEARN HOW TO: Create content that engages people--regardless of their country and culture Identify key actions and strategies to apply to your projects Connect "dots" that others don't see and connect them in ways you never thought of before

About the Author
Pam Didner (Portland, OR) is a global content marketing strategist, speaker and author. As a global integrated marketing strategist, she led Intel's Enterprise product launches and worldwide marketing campaigns. She also contributes articles to the Huffington Post, Daily Crowd Sourcing, Content Marketing Institute and other publications.