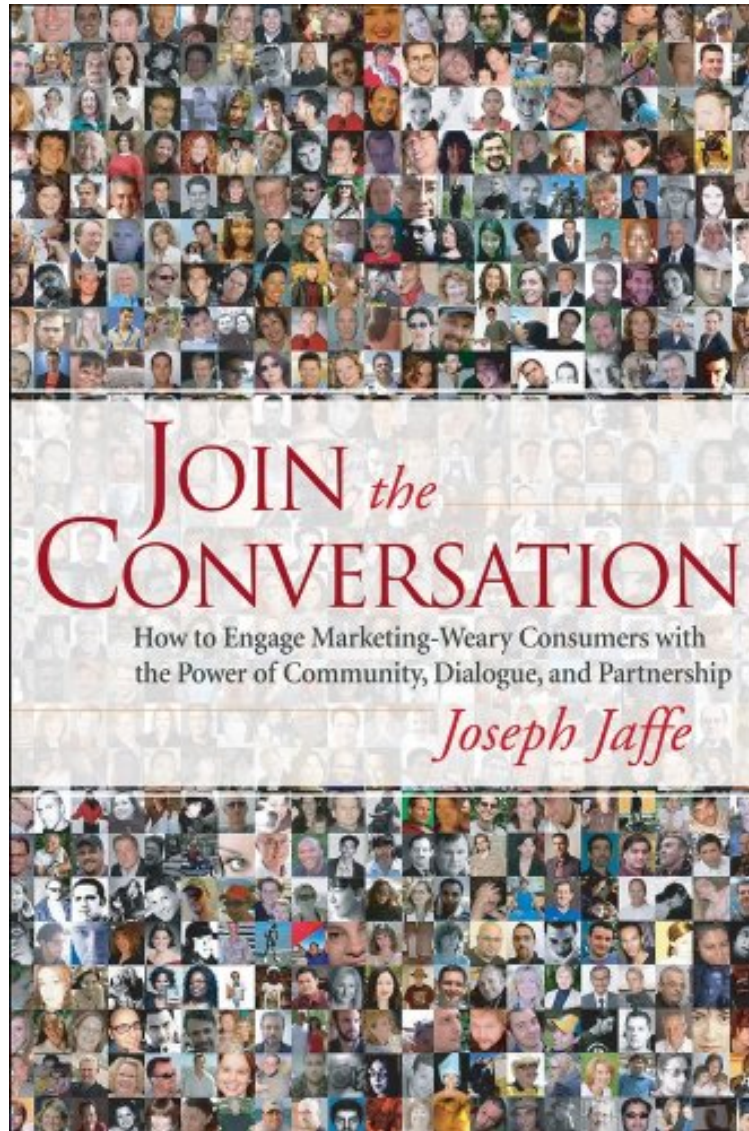


[Download] Join the Conversation: How to Engage Marketing-Wearry Consumers with the Power of Community, Dialogue, and Partnership

Join the Conversation: How to Engage Marketing-Wearry Consumers with the Power of Community, Dialogue, and Partnership

Joseph Jaffe

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Joseph Jaffe : Join the Conversation: How to Engage Marketing-Wearry Consumers with the Power of Community, Dialogue, and Partnership before purchasing it in order to gage whether or not it would be worth my time, and all praised Join the Conversation: How to Engage Marketing-Wearry Consumers with the Power of Community, Dialogue, and Partnership:

0 of 1 people found the following review helpful. Jaffe is right on! By Dan Dunlop, Healthcare Marketer In his newest book, *Join the Conversation*, Jaffe hits the nail on the head. Marketers need to come to terms with social media and understand that we now have the tools for building connections with consumers via the Internet. Conversational marketing give us the opportunity to go beyond engagement to experience, giving us the opportunity to form the bonds of community. Web 2.0 enables a new form of echo branding - where consumers develop an identification with a brand's values, this time through online conversations. The only negative thing I have to say about Jaffe's text is that his style is chatty and casual at times. However, this may actually make it more readable for some. At times it was a little much for me. In general, Jaffe's premise is right on. This is a great book for marketers and non-marketers alike. C-suite executives who haven't figured out the relevance of social media should read this book - and then make sure their companies join the conversation.

2 of 3 people found the following review helpful. This is the one. By Jeroen Bours Faster than his *-Life After...-* book, Joseph Jaffe hits marketing right between the eyes. Yes, the book still has the quintessential -points after points, and here's the graph people- approach, but Jaffe also knows when it's time to move on. It reads fast, almost as fast as the conversations that are taking place on the internet. The conversations we either make ourselves part of, or else. David Ogilvy used to say: We sell, or else. If he's reading Joseph's book up there, he might change that to: We converse, or else. Jaffe spells out what's coming and I am happy to belong to the people who see it exactly so.

0 of 0 people found the following review helpful. Worth it! By Rick Carder A great buy and strategy for being online. Author podcast is also a great resource. I recommend it to all!

With the continued fragmentation of the media and proliferation of media options, the balance of power has shifted from the marketer to the individual. In *Join the Conversation*, Jaffe discusses the changing role of the consumer and how marketers must adapt by joining the rich, deep and meaningful conversation already in progress. This book reveals what marketers must do to become a welcome and invited part of the dialogue, and how to leverage and integrate the resulting partnership in ways that provide win-win situations for businesses, brands and lives.

“The long and short of it is that the book is excellent; Jaffe deserves a place in Marketing history for this.” (Slightly Rough Around the Edges. Wordpress.com, Tuesday 25th February 2008)

“In a series of case studies, Jaffe shows you how to bring your brand up to speed.” (Fin Week, Thursday 3rd April 2008)

From the Inside Flap Throughout the history of advertising and marketing, communicating with consumers has been a one-way street. Marketers produced and disseminated messages and customers consumed them whether they liked them or not. Today, every person sees thousands of advertisements a day and totally ignores the vast majority of them. Yet, companies still spend billions of dollars each year yelling at customers who don't want to hear it. In this follow-up to his bestselling book, *Life After the 30-Second Spot*, author Joseph Jaffe explains how marketers must adapt to the brave new world of the Internet, social media and networking, consumer-generated content, blogs, and podcasts by joining the rich, deep, and meaningful customer conversations already in progress. Consumers today are active participants in the advertising process, not silent targets and sitting ducks for one-way communication. Forget about the medium being the message; today, consumers are both the medium and the message. The future is bright for organizations that can join the ongoing dialog and leverage their customer relationships to build win-win situations for businesses, brands, and individuals. Through the power of community, dialog, and partnership, marketers finally have the power to talk with consumers rather than at them. Traditional marketing is a red flag smart consumers can see from a mile away; an outdated idea lurching toward them with the same predictable exhortations and tired come-ons. They've had enough, and it's time to change the dynamic. When marketing is a conversation, marketers can get to know their consumers as individuals, not as silent members of a faceless demographic subsection. *Join the Conversation* uses real-world brands and companies, real case studies, and real conversations to reveal how to talk to customers and how to get them talking about you. It's time for marketing and marketers to become more meaningful and authentic, or they will both become obsolete. Totally practical and brilliantly revolutionary, *Join the Conversation* reveals the future of marketing and how you and your company can march boldly into it. Join the conversation today at www.jointheconversation.us or through Jaffe's daily blog and podcast, *Jaffe Juice* (www.jaffejuice.com).

From the Back Cover Praise for *Join the Conversation* "Communication is no longer enough to provide a sustainable growth platform for brands. Jaffe lays out what comes next for marketers looking to build bridges, bonds, and relationships with their most valuable asset—their consumers." —Jim Stengel, Global Marketing Officer, Procter Gamble "Marketing is no longer a spectator sport, but rather full-contact collaboration; working with consumers as partners eliminates 'us versus them' from the equation. This is conversational marketing firing on all cylinders, and it's all in *Join the Conversation*." —Beth Comstock, President, Integrated Media, NBC Universal "Conversation is not as easy as it sounds. When companies head down a path of consumer dialogue and loosening of brand control, it helps to have a guide on your journey. This book is that guide." —Mark Greatrex, Senior Vice President, Marketing Communication and Insights, The Coca-Cola Company "Jaffe's latest book provides marketing professionals with a blend of inspirational guidance and practical evidence for joining the conversation. Jaffe is an activist for necessary behavior change, and we'll all benefit from his witty yet thoughtful conversation in

this enjoyable book." mdash;Nick Brien, Worldwide Chief Executive Officer, Universal McCann "Jaffe possesses an uncanny ability to cut through the jargon and get right to the heart of today's complex and vexing marketing challenges. Visionary CMOs will read this book and embrace their roles as Chief Conversation Officers for tomorrow's great brands." mdash;Jim Garrity, former chief marketing officer, Wachovia "The Berlin Wall of the entire communications industry has crumbled. In its place is the exciting and daring new world of massive and dynamic collaboration and conversations. Join the Conversation is the road map for future leaders." mdash;Roy Spence, founder and President, GSDM Advertising "My favorite guru of the Age of Engagement (arguably the most bewildering, rapid-fire turnaround ever seen by consumer and B-to-B marketers) is Joseph Jaffe.... Right now is the perfect moment for Jaffe to be sharing his keen insights into the workings of the new conversational marketing." mdash;Stan Rapp, coauthor of MaxiMarketing