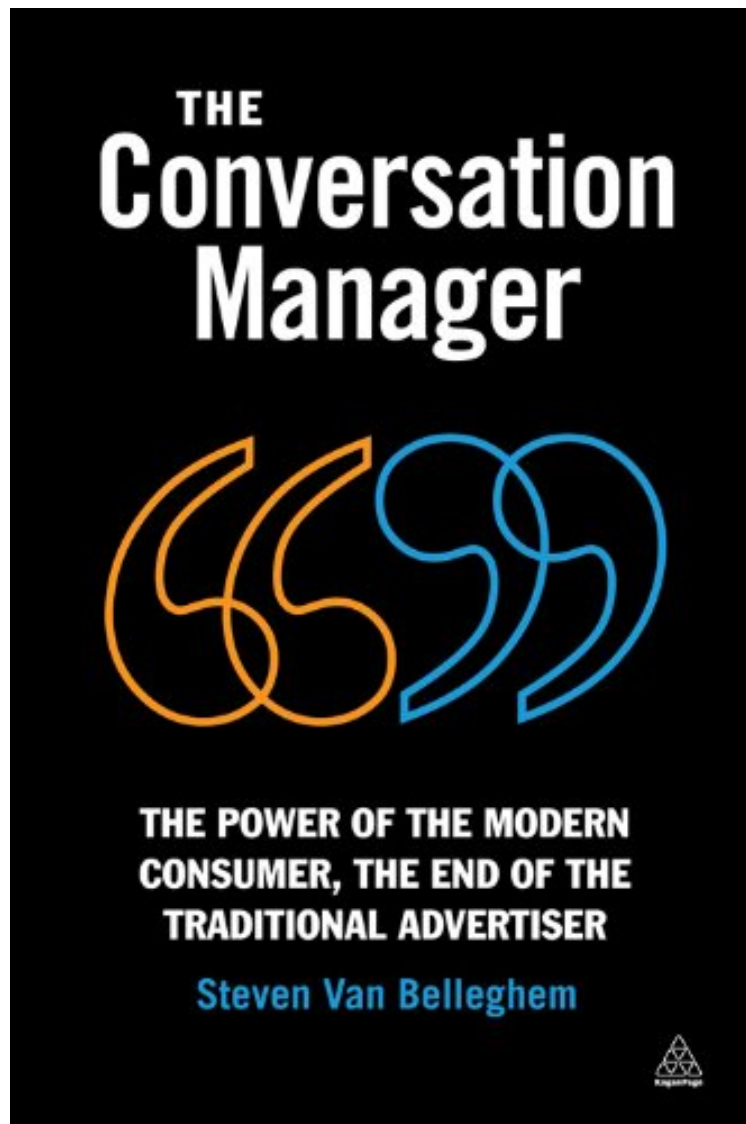


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The Conversation Manager: The Power of the Modern Consumer, the End of the Traditional Advertiser

Steven Van Belleghem

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Mobile devices, new digital technologies and the increasing popularity of social media all contribute to the ever-growing gap between internet-savvy consumers and traditional means of advertising. With the old tried and tested techniques no longer being effective, marketers, who do not want to fall behind, need to find novel ways to engage with the new-sprung breed of consumers. To do this, learning to listen and communicate with your consumers is critical. Based on four years of primary research, *The Conversation Manager* explains the evolution of the modern consumer and clearly demonstrates why traditional advertising no longer works. Illustrated with an extensive number of examples of advertising campaigns, this book is full of practical tools to help you transform your company strategy and kick-start conversations with your customers.

Marketing professionals: sales, account, marketing, and brand managers; senior marketing executives; general management; and HR management.