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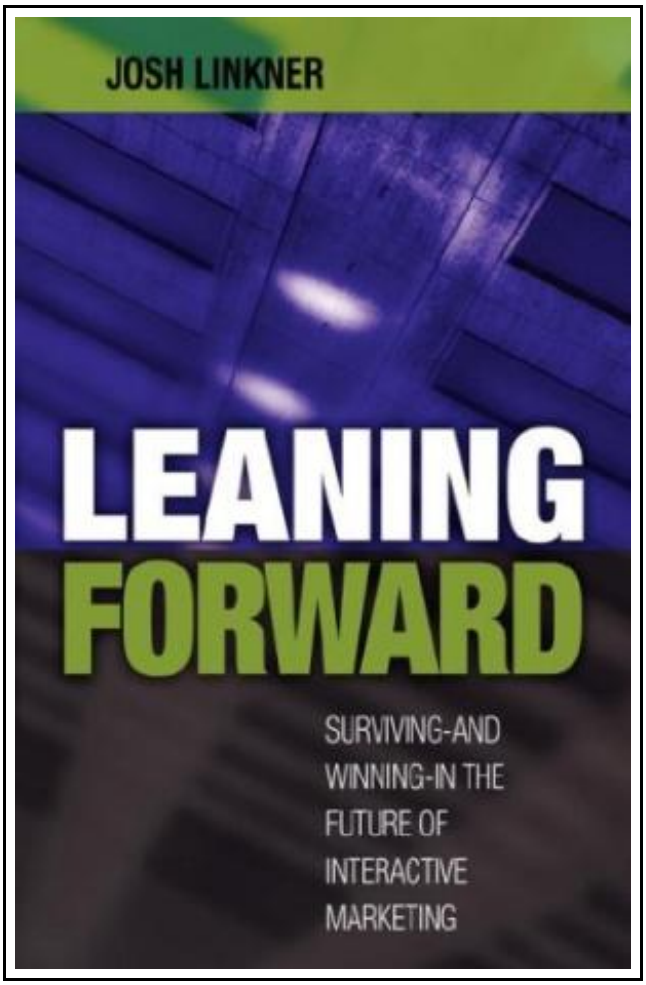

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LEANING FORWARD: SURVIVINGWINNING IN THE FUTURE OF INTERACTIVE MARKETING

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Dog Ear Publishing. Hardcover. Book Condition: New. Hardcover. 120 pages. Dimensions: 8.6in. x 5.6in. x 0.9in.Josh Linkner, CEO of ePrize, is a tremendous business leader who has established a successful and sustainable company, as well as a culture that nurtures employees to help them maximize their potential. - Jennifer M. Granholm, Governor, State of Michigan Leaning Forward is a deep and highly aware look into the future of interactive marketing. A must-read for anybody who plans to compete and win in the brain age. - Dan Gilbert, Chairman and Founder, Quicken Loans and Majority Owner, Cleveland Cavaliers Josh has given you reason to fear the programmed nature of obsolescence but more importantly his deep consumer knowledge will give you hope! This book will never be obsolete!!! - David Sable, Vice ChairmanChief Operating Officer, Wunderman (largest direct marketing company in the world) Leaning Forward takes a penetrating look at the future of Interactive marketing. Major brands throughout the world have embraced the Digital Revolution, and have fundamentally changed the way they interact with their consumers. As a marketer, you will learn what you need to know to stay ahead of the curve and compete in this dramatically changed landscape. Renowned entrepreneur Josh Linkner shows you real world examples of what the best marketers are doing today and where the trends are heading. Youll learn how the most savvy marketers: . Establish and nurture direct, one-to-one relationships . Motivate specific consumer behavior . Get marketing messages heard above the non-stop noise . Combine brand immersive experiences with proven direct-marketing techniques . Generate hand-raisers . Increase relevancy, response-rates, and overall performance . Drive immediate and measurable results By examining the major sea of change that has happened over the last ten years, Linkner shares best practices, trends, and helps readers avoid common pitfalls....

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