

The Age of Engage: Reinventing Marketing for Today's Connected Collaborative and Hyperinteractive Culture

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To succeed in today's global technology-driven economy, business owners must be on the leading edge in marketing their products and services. In this forward-thinking guide to marketing in the Live Web age, Shiffman, founder and principal of the strategic marketing and innovation company Venture Essentials, explains why and how CEOs must throw out the "Four P's of Marketing" and replace them with a new paradigm of marketing in which email, viral buzz, search mechanisms, social aspects, widgets, avatars, authenticity, and story play major roles.

Over two decades, Shiffman has launched some thirty products and rebranded others, accruing over \$2 billion in revenue; experience that she draws on to provide rich examples. In addition to explaining newly coined internet terminology for the nonspecialist, she clearly describes her overall "V" strategy (Venture, Value, Voice, Verifiable, Vicinity, Vehicle), which she has found so effective for her clients. Throughout, she presents a compelling case for CEOs to "implement interactive and engaging marketing that simultaneously targets individuals and the mass market."

[i]The Age of Engage[b][i][b] is especially useful for already tech-savvy readers. Her chapter-by-chapter lists of questions help businesses assess their current marketing strategies. Finally, Shiffman refers readers to The Marketing Plan Wiki at www.marketingreinvented.com, an interactive site that everyone in business will want to bookmark and visit often.

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