



The Face-To-Face Book: Why Real Relationships Rule in a Digital Marketplace (Hardback)

By Ed Keller, Brad Fay

Free Press, United States, 2012. Hardback. Book Condition: New. 232 x 154 mm. Language: English . Brand New Book. THE BEST MARKETING BOOK OF THE YEAR Winner of the American Marketing Association s Berry-AMA prize In 1848 gold was discovered in California, setting off a frenzy that sent men and women from across the American continent flocking to the West Coast in search of fortune. The Gold Rush brought wealth to some, but most left empty-handed. Today, marketing consultants Ed Keller and Brad Fay say social media is unleashing a new kind of frenzy. Blinded by the shiny allure of sites like Facebook and Twitter, companies are spending billions, pinning their hopes on social media marketing without appreciating how social influence truly functions in the marketplace. That s where Keller and Fay come in. For the past six years, they have undertaken a unique, ongoing study of consumer conversations. The surprising result? Over 90 percent of consumer conversations still take place offline, primarily face to face. The implication is clear: Social media is big and growing, but it is dwarfed by the real world in which people live and interact. Make no mistake. There is a hugely important social wave...



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