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The Owned Media Doctrine: Marketing Operations Theory, Strategy, and Execution for the 21st Century Real-Time Brand (Paperback)

By Taulbee Jackson, Erik Deckers

Archway Publishing, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The Petraeus Doctrine for the 21st Century Marketer The Owned Media Doctrine is to Marketing what The Petraeus Doctrine was to modern warfare - a complete re-thinking of philosophy, strategy and tactics, dictated by the way war has changed. Just like in warfare, marketing and media is not at all what it used to be - but marketers are still fighting the battle like it s 1965. The Owned Media Doctrine is just that, a new doctrine for Marketing. A new philosophy, strategic approach and operational model for the marketing operations function based on how media works today, and how it will work in the future. It s the marketer s field manual for today s two-way, real-time media environment. In this remarkable - and remarkably useful - book, Jackson and Deckers provide the granular, step-by-step instructions and advice that senior digital marketers have craved for years. This is the book you ll keep on your desk forever (or at least until they have time to write the 2nd edition). -Jay Baer - Convince Convert Reis and Trout changed the way...



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