



## Changing the Channel: 12 Easy Ways to Make Millions for Your Business (Hardback)

By Michael Masterson, MaryEllen Tribby

John Wiley and Sons Ltd, United Kingdom, 2008. Hardback. Condition: New. New. Language: English . Brand New Book. An all-encompassing guide to making the most from multi-channel marketing. Written in a straightforward and accessible style, Changing the Channel offers you a detailed look at twelve of today's most important marketing channels—explaining how each one works individually as well as in conjunction with each other, leveraging the power of your message for explosive profits. Page by page, you'll become familiar with a variety of approaches, including direct online marketing, social media, public relations, radio and television advertising, direct space ads, event marketing, telesales, telemarketing, joint ventures, affiliate marketing, and direct mail.\* Discusses how to create successful marketing campaigns by using a mix of different marketing channels\* Offers some smart ways to track customer buying habits with a database that covers all marketing channels\* Helps you learn how to develop profitable relationships with your customers through frequent contact and by providing free quality content—not just sales pitches. With this book as your guide, you'll quickly discover how marketing across multiple channels can help develop quality customer relationships and improve the bottom line of your business.



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