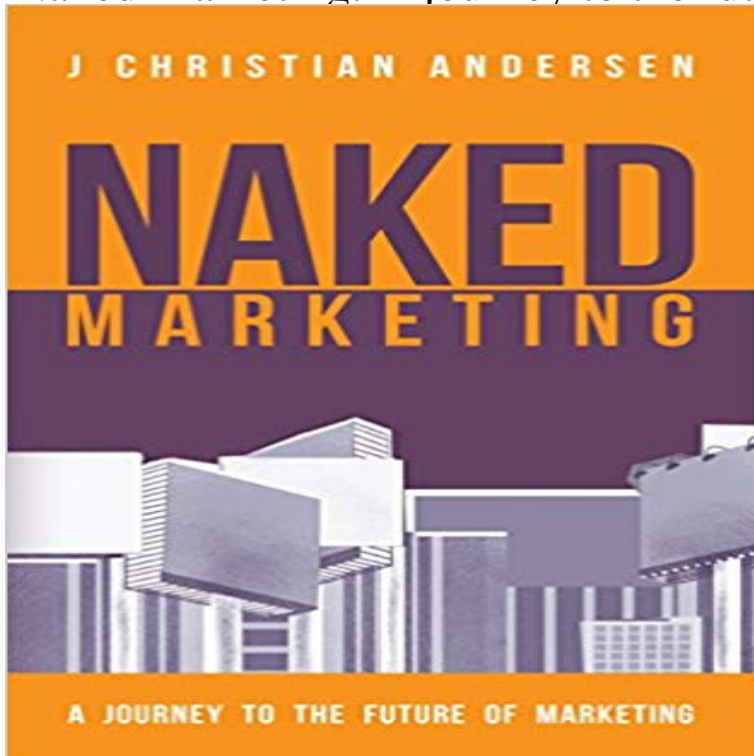


Naked Marketing: A journey to the future of marketing



Traditional marketing is dying. Its getting more and more difficult to get the attention of consumers. Advertising is the cost of being boring. In the old days, companies broadcast their message to their customers through slick ads and sales people. But consumers got tired of listening. Now the customers are talking. They're talking to each other, their friends, colleagues, and family members. Unless you give them something worth talking about, they won't be talking about you or your product. Companies and their marketing programs are no longer opaque. They have become naked. In this book you will explore how you need to redefine your marketing if you want to connect with your customers. Part travelogue, part extended essay, this book is the perfect guide on how to navigating in a naked world.

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