



Word of Mouth Marketing: How Smart Companies Get People Talking

Andy Sernovitz

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Who Is Talking About You? Master the art of word of mouth marketing with this fun, practical, hands-on guide. With straightforward advice and humor, marketing expert Andy Sernovitz will show you how the world's most respected and profitable companies get their best customers for free through the power of word of mouth. Learn the five essential steps that make word of mouth work and everything you need to get started using them. Understand the real purpose of blogs, communities, viral email, evangelists, and buzz—when to use them and how simple it is to make them work. Learn what sparks the irrepressible enthusiasm of Apple and TiVo fans. Understand why everyone is talking about a certain restaurant, car, band, or dry cleaner—and why other businesses and products are ignored. Discover why some products become huge successes without a penny of promotion—and why some multi-million-dollar advertising campaigns fail to get noticed. Open your eyes to a new way of doing business—that honest marketing makes more money, because customers who trust you will talk about you. Learn how to be the remarkable company that people want to share with their friends.

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