



Beyond Buzz: The Next Generation of Word-of-Mouth Marketing

Lois Kelly

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Marketers talk about creating 'buzz' - something which always threatens to fade away as soon as the next sound bite arrives to take its place - but only the smartest of marketers realize that to be effective, word-of-mouth has to have the right message attached to it: the kind that gets people talking and results in real communication. "Beyond Buzz" shows readers how to listen to customers, identify what is important to them, and then craft the kind of message that will truly resonate...and not just fade away.

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