

[Mobile book] The Power of foursquare: 7 Innovative Ways to Get Your Customers to Check In Wherever They Are (Marketing/Sales/Advertising Promotion)

The Power of foursquare: 7 Innovative Ways to Get Your Customers to Check In Wherever They Are (Marketing/Sales/Advertising Promotion)

Von Carmine Gallo

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Von Carmine Gallo : The Power of foursquare: 7 Innovative Ways to Get Your Customers to Check In Wherever They Are (Marketing/Sales/Advertising Promotion) before purchasing it in order to gage whether or

not it would be worth my time, and all praised The Power of foursquare: 7 Innovative Ways to Get Your Customers to Check In Wherever They Are (Marketing/Sales/Advertising Promotion):

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. sehr amerikanisch aber brandaktuell und hilfreichVon PeterGutes Buch mit vielen Beispielen und praktischen Anwendungen. Und das ist gleichzeitig auch ein Kritikpunkt. Das Buch ist sehr im amerikanischen Fachbuchstil gehalten (Plauderton + viele Beispiele). Wenn man wirklich Erklärungen oder wrtliche Definitionen sucht um diese dann auswendig zu lernen ist wahrscheinlich falsch. Jedoch vermittelt das Buch einen guten berblick und Hintergrundwissen.

KurzbeschreibungConnect with Your Customers. Anytime. Anywhere. One million new users per month. Twenty-three check-ins per second. Millions of peoplein every city, in every country, on every continent, and even from the Space Stationare vying to become mayors of their favorite shopping locations. What is foursquare and why has it become the hottest customer magnet ever conceived? Foursquare is a social, mobile networking app that empowers customers to check in at businesses and share their locations with friends through smartphones and PDAs. A pioneer in location-based services (LBS), foursquare invites your customers to experiment, to compete, to share, and to have deeper, more meaningful interactions with your products and services. Internationally bestselling author Carmine Gallo not only has had unprecedented first-hand access to foursquares founders, he also has interviewed dozens of business owners and marketers who have revolutionized their businesses through The Power of foursquare.Youll discover the ice-cream chain that heated up sales dramatically, the nonprofit organization that raised \$50,000, and the matchmaker who owes her entire business to foursquare. Youll learn from fascinating case studies of major companies with active foursquare partnerships, including: The American Red Cross Jimmy Choo, London Chilis Grill Bar Bravo NASA RadioShack Your customers are out there, constantly searching for places to go, games to play, and things to buy. Leverage The Power of foursquare and your customers will be in constant competition with each other over who loves your products and services the most. Praise for The Power of foursquare The power to reach buyers at the exact time and the exact place theyre looking for what you offer has massive implications for all kinds of businesses worldwide. Carmine Gallo expertly shows you how to tap into the foursquare revolution, and he does it with a practical approach you can put to work in your business right now. Theres an epic swarm and its time for you to check in! DAVID MEERMAN SCOTT, bestselling author of Real-Time Marketing PR In real estate, its always been about location, location, location. This book will show you why now its important for everyone. MATTHEW SHADBOLT, Director of Interactive Product Marketing, The Corcoran Group Gallo gets it. By using case studies from around the world, he captures the fun and the opportunity of using foursquare. I greatly enjoy Gallos stories of the amazing people and businesses that I know are doing it right! NATHAN BONILLA-WARFORD, Tampa eye doctor, founder, Foursquare DayKurzbeschreibungConnect with Your Customers. Anytime. Anywhere. One million new users per month. Twenty-three check-ins per second. Millions of peoplein every city, in every country, on every continent, and even from the Space Stationare vying to become mayors of their favorite shopping locations. What is foursquare and why has it become the hottest customer magnet ever conceived? Foursquare is a social, mobile networking app that empowers customers to check in at businesses and share their locations with friends through smartphones and PDAs. A pioneer in location-based services (LBS), foursquare invites your customers to experiment, to compete, to share, and to have deeper, more meaningful interactions with your products and services. 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doctor, founder, Foursquare Dayber den Autor und weitere MitwirkendeCARMINE GALLO is the communications coach for the world's most admired global brands. A former anchor and correspondent for CNN and CBS, Gallo has addressed executives at Intel, Cisco, Google, Medtronic, Pfizer, and many others. Gallo writes My Communications Coach, a regular column for Forbes.com. He has written several internationally bestselling and award-winning books, including The Innovation Secrets of Steve Jobs and The Presentation Secrets of Steve Jobs. Gallo has been featured in the Wall Street Journal, the New York Times, Success Magazine, and on CNBC. Gallo, who lives in Pleasanton, California, with his wife and two daughters, may be found online at www.carminegallos.com.