



Permission Marketing: Turning Strangers into Friends and Friends into Customers

By Godin, Seth

Simon & Schuster, 1999. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: William C. Taylor Founding Editor, Fast Company Godin and his colleagues are working to persuade some of the most powerful companies in the world to reinvent how they relate to their customers. His argument is as stark as it is radical: Advertising just doesn't work as well as it used to -- in part because there's so much of it, in part because people have learned to ignore it, in part because the rise of the Net means that companies can go beyond it.



[READ ONLINE](#)

[1.93 MB]

Reviews

Very helpful to any or all category of folks. It is written in simple phrases rather than difficult to understand. It's been developed in an exceptionally simple way and is particularly just after I finished reading this pdf in which basically transformed me, modify the way in my opinion.

-- **Hank Runte**

The book is straightforward in read safer to recognize. This really is for anyone who states there had not been a worthy of looking at. You may like just how the blogger created this publication.

-- **Friedrich Nolan**