



Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements, Robbin Phillips, Greg Cordell, Geno Church, Spike Jones, John Wiley & Sons, 2010, 0470872276, 9780470872277, 224 pages. Develop and harness a powerful, sustainable word-of-mouth movement How did the 360-year-old scissor company, Fiskars, double its profit in key markets just by realizing its customers had already formed a community of avid scrapbookers? How is Best Buy planning to dominate the musical instruments market? By understanding the Brains on Fire model of tapping movements and stepping away from the old-school marketing "campaign" mentality. Brains on Fire offers original, practical and actionable steps for creating a word-of-mouth movement for corporations, products, services, and organizations. It takes you step-by-step through the necessary actions needed to start your own authentic movement. Develop and harness a powerful, sustainable, word-of-mouth movement Describes 10 lessons to master and create a powerful, sustainable movement The Brains on Fire blog is often ranked in the top 100 of AdAge's Power 150 Marketing Blogs.

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How to Market, Advertise and Promote Your Business or Service in Your Own Backyard , Tom C. Egelhoff, Aug 29, 2008, Business & Economics, 272 pages. Create a successful and affordable marketing campaign for your local small business using the tips and detailed 10-point, step-by-step method in How to Market, Advertise and

Beyond Buzz The Next Generation of Word-of-mouth Marketing, Lois Kelly, 2007, Business & Economics, 228 pages. Gold prize winner for best marketing book (tie), 2008 Axiom/Inc Magazine awards Finalist, 2008 Berry-American Marketing Association Book Prize It's official: the old marketing

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Igniting the Power to Succeed , T. R. Williams, Mar 1, 2002, Business & Economics, 154 pages. Practical Performance Principles for Achieving Phenomenal results in you life, family, students, organization or business..

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