

UNMARKETING EVERYTHING HAS CHANGED AND NOTHING IS DIFFERENT

Apr 21, 2021



[Unmarketing Everything Has Changed And Nothing Is Different](#)

Unmarketing: Everything Has Changed and Nothing Is Different | Stratten, Scott, Stratten, Alison | ISBN: 9781119335009 | Kostenloser Versand für alle Bücher mit Versand und Verkauf durch Amazon.

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In 2009, Scott Stratten and Alison Stratten wrote the bestselling UnMarketing: Stop Marketing, Start Engaging and began a journey that would take them around the world sharing their message of engagement with corporations, entrepreneurs, and students. They are now back with this second edition, because Everything has Changed and Nothing is Different, with all the brilliance of the first edition, plus new content and commentary to reflect the rapidly changing landscape we all live, buy, and ...

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I have just finished reading Scott Stratten updated book – UnMarketing: Everything has Changed and Nothing is Different. He is an expert in Viral, Social, and Authentic Marketing which he calls UnMarketing. He was named one of the top 5 social media influencers in the world by Forbes and one of "America's 10 Marketing Gurus" by Business Review USA which is particularly noteworthy because he's Canadian (so he must be a good guy)!

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In Unmarketing Stratten builds on the basic marketing theory, such as the Hierarchy of Buying, but then looks at how Social Media changes everything and yet changes nothing. This is a central theme, it is still about telling people about a business and about forming relationships, it is just we are doing this in new ways.

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UnMarketing: Everything Has Changed and Nothing is Different by Scott and Alison Stratten. Scott Stratten is the President of UnMarketing. He is an expert in Viral, Social, and Authentic Marketing which he calls UnMarketing. He was named one of the top 5 social media influencers in the world by Forbes and one of "America's 10 Marketing Gurus" by Business Review USA which is particularly ...

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