

## [PERMISSION MARKETING BOOK](#)



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Permission Marketing: Turning Strangers into Friends and Friends into Customers [Seth Godin] on Amazon.com. \*FREE\* shipping on qualifying offers. The man Business Week calls the ultimate entrepreneur for the Information Age explains Permission Marketing the groundbreaking concept that enables marketers to shape their message so that consumers will willingly accept it.

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### **Permission marketing Wikipedia**

Permission marketing is a concept introduced in a book of the same name in 1999 by marketing expert Seth Godin. Permission marketing is a non-traditional marketing technique that advertises goods and services when advance consent is given.

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The Marketing Book Fifth Edition Edited by MICHAEL J. BAKER OXFORD AMSTERDAM BOSTON LONDON NEW YORK PARIS SAN DIEGO SAN FRANCISCO SINGAPORE SYDNEY TOKYO

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### **Email marketing Wikipedia**

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.

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