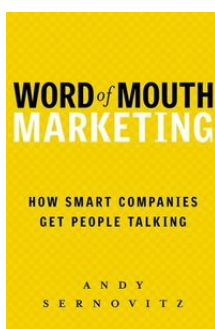


# WORD OF MOUTH MARKETING: HOW SMART COMPANIES GET PEOPLE TALKING

Who Is Talking About You? Master the art of word of mouth marketing with this fun, practical, hands-on guide. Foreword by Seth Godin and Afterword by Guy Kawasaki. With straightforward advice and humor, marketing expert Andy Sernovitz will show you how the world's most respected and profitable companies get...



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## Peek Inside the Book

You should try to build word of mouth into every advertising campaign. Andy Sernovitz, Word of Mouth Marketing: How Smart Companies Get People Talking //

Real word of mouth dips in and out of different spaces. You eat at a good restaurant. You mention it to people at the office. One of them emails your recommendation to his wife. She emails...

## Reader's Opinions

A great book about word of mouth marketing. Very easy to read. I like the on-line marketing point, such as using blogs and other social network services; it's a good call at the time the book was published.