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# Evangelist Marketing: What Apple, Amazon, and Netflix Understand About Their Customers (That Your Company Probably Doesn't)

Alex L. Goldfayn

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## evangelist marketing

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Alex L. Goldfayn : Evangelist Marketing: What Apple, Amazon, and Netflix Understand About Their Customers (That Your Company Probably Doesn't) before purchasing it in order to gage whether or not it would be worth my time, and all praised Evangelist Marketing: What Apple, Amazon, and Netflix Understand About Their Customers (That Your Company Probably Doesn't):

1 of 1 people found the following review helpful. **HIGHLY Recommend Evangelist Marketing**By Josh LowryI highly recommend Alex Goldfayn's book, Evangelist Marketing. While the primary focus of the book is successful marketing in the consumer electronics industry, the majority of Goldfayn's advice is equally applicable to B2B. For example, when you examine marketing communications, most lead with the company and the product, as well as features and specifications. Many times these communications are written by engineers who are brilliant at building great products, but lack the necessary marketing skills to effectively translate how they will make the consumer's life better. This is equally true in B2B. Goldfayn helps connect the dots by providing analysis and recommendations for many of these communications. He also provides several examples of best-in-class marketing from companies like , Apple and Netflix to further illustrate his key points. I highly recommend this book because it truly makes you think (and re-think) how you are communicating to your customers. In fact, I literally stopped reading and started revising a marketing message during one of the many light-bulb moments that I experienced. Evangelist Marketing is a great read.

1 of 1 people found the following review helpful. Interesting for the tech savvyBy AlbertoI bought this book basically because I was persuaded by some ads, tips from colleagues and the mention of the computer giant companies. I'm not disappointed, although I have this feeling the book was not for me. I was provided with enough information to get entertained along the reading of the book, but apart from the amusement, it is still written for owners of compute-related companies. For those whose curiosity brought them here, you will still have the feeling you are reading something which was meant for someone else.

0 of 0 people found the following review helpful. Great insight, great read!By Jason GillThe insight into marketing and the logic of marketing provided in this book may be centered around companies whose business is technology driven, but I found the insight to be extremely relevant for someone whose work is not focused on technology (even though technology touches each of us just about every second of our lives). I have known Alex for a long time and observed his evolution as a critic, advisor and thinker, and I have to say that this edition does not disappoint! Can't wait to see how the world of evangelical marketing has evolved when the next edition/tome is released.

In Evangelist Marketing, Alex Goldfayn argues that technology companies succeed in spite of their marketing, not because of it. He says that if consumer tech makers ceased all marketing activity today, they would not see a significant decline in sales. In this book, Alex presents why the current state of overly-technical, features-oriented tech marketing, branding, communications and public relations is costing the industry billions of dollars—easy money that's voluntarily being left on the table. Then he lays out a step-by-step system for creating intensely loyal brand evangelists based on deep consumer insights and simple, emotional language. Evangelist Marketing is written for consumer tech companies big and small—from PC manufacturers to Web-based services. It's also sure to improve the work of their marketing and public relations agencies.