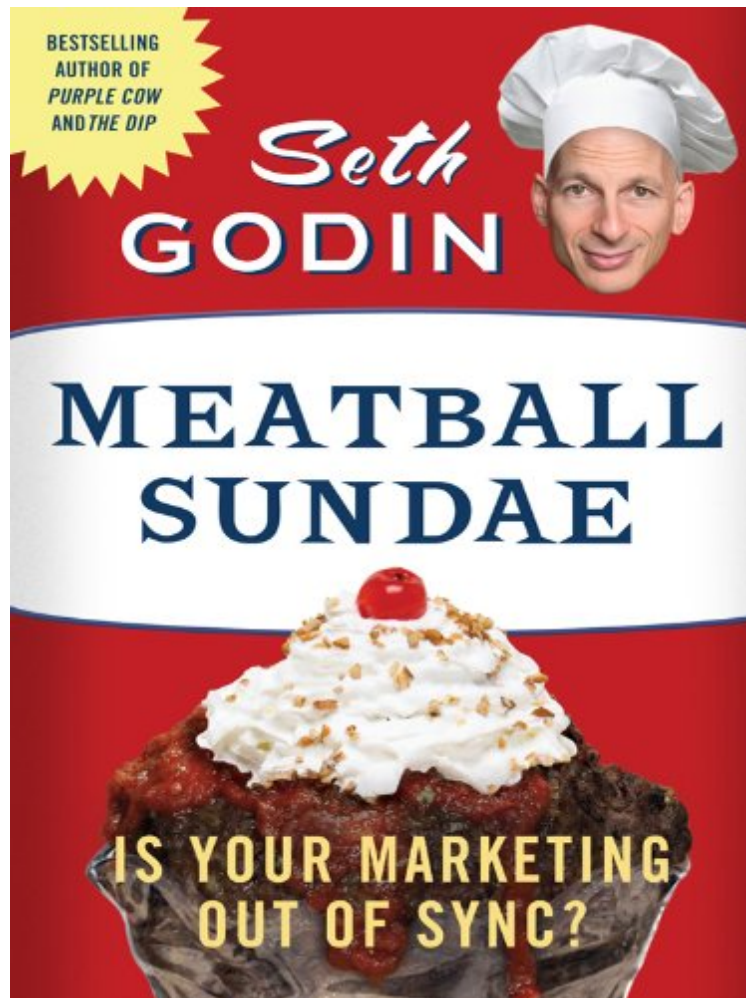


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## Meatball Sundae: Is Your Marketing out of Sync?

*Seth Godin*

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**Seth Godin : Meatball Sundae: Is Your Marketing out of Sync?** before purchasing it in order to gage whether or not it would be worth my time, and all praised Meatball Sundae: Is Your Marketing out of Sync?:

0 of 0 people found the following review helpful. It's Europe time nowBy FRANCESCO FERZINIDespite the fact that it was published in 2007 I do strongly believe that Seth's book is still up to date and might come in handy for people living outside the States.Lots of wonderful ideas with regards to the web, marketing and other sub-disciplines come out from the United States, that is a fact. Many of them come out from Seth's head, no question about it. Some ideas travel around the globe with incredible speed, whereas others take their time to put down roots.In Italian speaking Southern Switzerland (where I live) and Italy web 2.0 and digital marketing started to surf the waves a couple of years ago (yeah, I am exaggerating a bit on the timeline.. it was last year) but it is still a mystery to many.Seth, in a chef de cuisine's shoes, argues that mixing up two perfectly good items (meatballs and sundae) that do not go well together will result in a disgusting and ineffective receipt. This is the case of traditional marketing and new marketing.His masterful use of metaphors and his riffs on change, advice, insights and real life examples make this

book worth reading for all those interested in re-inventing their organizations and themselves. As usual, a clever book from a smart author. All the best, Ciao Francesco

0 of 0 people found the following review helpful. Time to update your marketing! By Nancy Everett

Meatball Sundae is a great read! Godin is very persuasive, stating his arguments clearly and concisely, winning over anyone who reads the book. I highly recommend this book for those who are stuck in a marketing rut.

“Meatball Sundae” is the combination of the “meatball,” which are the products that people need, or the items that used to be marketed using old marketing techniques, and “sundae,” which are the toppings, or the new marketing techniques, including social media and permission marketing. New marketing requires more than just a meatball to succeed; it requires fresh, new innovations. The combination of meatballs and the toppings lead to an outcome that isn't necessarily pleasant. Seth Godin's Meatball Sundae is directed toward business owners, marketing professionals, and executives, regardless of the size of the business, who are responsible for the marketing mix. Godin believes that traditional marketing techniques are disappearing to make room for the new and improved marketing techniques. He outlines fourteen points that marketers need to take with them into the future. Within the first few pages, his first piece of advice is, “Realize that most businesses are still living in 1964. Time to get in sync with the New Marketing.” This is a belief that is well supported throughout the book. One of Godin's main arguments is that marketers are stuck in a rut of using Old Marketing tools, which includes spam, marketer-to-consumer communication, expensive costs for marketing, and product lines that are limited by factories. Godin understands and explains the huge difference between Old Marketing and New Marketing. The New Marketing is drifting towards consumer-to-consumer communication, product lines that are only limited to imagination, stories, and community support. His objective is to show why New Marketing is the right direction for marketing professionals to take. This leads him to present his “Fourteen Trends.” Godin gives adequate examples for each of his trends, and gives great examples of why the Old Marketing does not work any longer, and relevant examples of companies where the New Marketing helped them flourish. I think that Godin's trends all make sense and are understandable and easily translated to your day-to-day business. His arguments make you contemplate why some companies failed, while others have bloomed into million dollar corporations. The trends varied across the New Marketing techniques. There are many good, relatable examples in the book. For example, in trend nine, “Direct communication and the commerce between consumers and consumers,” which describes how consumers will inform each other about their experiences with a particular product, and build a group that can cause organizations to provide more of what consumers want and need. Consumers are also now able to directly sell to one another. His main example, eBay is a company that has allowed consumers to have the power to become producers, by selling directly to one another. He describes two men, one who is able to sell computers that he built himself and the other who sells train parts to consumers across the United States. eBay has taken advantage of the new marketing and allowed consumers to sell products to other customers without the risk and expense of having to set up a brick and mortar business. In trend ten, “The shifts in scarcity and abundance,” describes that you need to shift focus when common items become scarce. Godin believes that companies need to leverage the new scarcity, such as spare time, attention, and trust. Godin uses Wegman's as an example for spare time, stating that they are increasing shelf space for prepared foods, for those families that do not have spare time to produce a home-cooked meal on a daily basis throughout the week. Companies need to know and adjust to the changing needs of their consumers. I believe trend two is one of the most important trends that marketers should really focus their attention on, “Amplification of the voice of the consumer and interdependent authorities.” Godin shows the power of the blog, saying that blogs turn readers and viewers into writers. The goal for companies is to give consumers what they want, and provide them with something to discuss. Godin states, “Every business has its 1 percent. Every business has a group of customers so motivated, so satisfied, and so connected that they want to tell the rest of the world about you and what you do.” This shows the power of the consumer to be able to spread their ideas, and with companies like Digg.com, which amplifies the popular blogs on a main website, blogs are becoming more widely used since they are such a powerful way to spread the word on how customers really enjoyed (or maybe not enjoyed!) an experience. All of Godin's trends add up to a marketing strategy that cannot be ignored by CMOs, and he does a really nice job of relating them to well-known companies that have done exceptionally well. To finalize his points, Godin evaluates Disney's Old Marketing techniques and questions them with his New Marketing trends, driving home the need for forward thinking marketing. He made some compelling points when relating Disney's marketing strategies with each trend in the previous chapters. Meatball Sundae is an easy read, and provided numerous examples, which help to paint a picture of why companies need to adopt these practices. Each trend flowed nicely from one to another, and the ending stories truly wrapped everything together. Times are changing, so is the way products are presented to consumers. This means that the way companies look at consumers' needs has to change as well. The book was very enjoyable and I highly recommend it. Godin uses great examples of companies that many consumers, like myself use. I also believe it is important for a consumer to understand their own power, and what marketers are doing to achieve their attention.

0 of 0 people found the following review helpful. Loved the book despite technical problems

By John Haldi

The book is typical of Seth Godin - which is to say, it is excellent. That said, a minor bug in the Kindle version (as of April 18 2017). The entirety of the "14 trends" section is repeated just before

the Case Studies section. Just an odd glitch, but a bit distracting.

Gotta get me some of that New Marketing. Bring me blogs, e-mail, YouTube videos, MySpace pages, Google AdWords. I don't care, as long as it's shiny and new. Wait. According to bestselling author Seth Godin, all these tactics are like the toppings at an ice cream parlor. If you start with ice cream, adding cherries and hot fudge and whipped cream will make it taste great. But if you start with a bowl of meatballs, yuck! As traditional marketing fades away, the new tools seem irresistible. But they don't work as well for boring brands (meatballs) that might still be profitable but don't attract word of mouth, such as Cheerios, Ford trucks, Barbie dolls, or Budweiser. When Anheuser-Busch spends \$40 million on an online network called BudTV, that's a meatball sundae. It leads to no new Bud drinkers, just a bad case of indigestion. Meatball Sundae is the definitive guide to the fourteen trends no marketer can afford to ignore. It explains what to do about the increasing power of stories, not facts; about shorter and shorter attention spans; and about the new math that says five thousand people who want to hear your message are more valuable than five million who don't. The winners aren't just annoying start-ups run by three teenagers who never had a real job. You'll also meet older companies that have adapted brilliantly, such as Blendtec, a thirty-year-old blender maker. It now produces Will It Blend? videos that demolish golf balls, coke cans, iPhones, and much more. For a few hundred dollars, Blendtec reached more than ten million eager viewers on YouTube. Godin doesn't pretend that it's easy to get your products, marketing messages, and internal systems in sync. But he'll convince you that it's worth the effort. From the Hardcover edition.

From Publishers Weekly Godin's latest business handbook (after *Small Is the New Big* and *The Dip*) revisits some of his most popular marketing advice, while emphasizing that it can't just be applied willy-nilly. In past decades, he says, companies were able to get rich by making average products for average people, but those markets have long since been sewn up; mass is no longer achievable [or] desirable. Rather than simply rely on mass media to raise product visibility, *New Marketing* treats every aspect of interacting with customers—including customer service and the product itself—as an opportunity to grow the organization. In order to be successful with such marketing techniques, a company must change its practices across the board. Otherwise, you're just putting whipped cream on a meatball. Godin has a perspective on everything from blogs (don't bother unless you really have something to say) to the long tail (if it's as valuable to your company as the top sellers are, why aren't you paying more attention?). His arresting conversational style is sure to once again set the business world talking. (Jan.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Godin is a clear-eyed visionary with strong and sensible ideas on how the new economy can, should and will function." —Miami Herald (Miami Herald) Godin is a clear-eyed visionary with strong and sensible ideas on how the new economy can, should and will function. Miami Herald (Miami Herald) [Godin's] arresting conversational style is sure to once again set the business world talking. - Publishers Weekly (Publishers Weekly) From the Back Cover "Gotta get me some of that New Marketing. Bring me blogs, e-mail, YouTube videos, MySpace pages, Google AdWords...I don't care, as long as it's shiny and new." WAIT. According to bestselling author Seth Godin, all these tactics are like the toppings at an ice cream parlor. If you start with ice cream, adding cherries and hot fudge and whipped cream will make it taste great. But if you start with a bowl of meatballs...yuck! As traditional marketing fades away, the new tools seem irresistible. But they don't work as well for boring brands ("meatballs") that might still be profitable but don't attract word of mouth. Meatball Sundae is the definitive guide to the fourteen trends no marketer can afford to ignore. It explains what to do about the increasing power of stories, not facts; about shorter and shorter attention spans; and about the new math that says five thousand people who want to hear your message are more valuable than five million who don't. Godin doesn't pretend that it's easy to get your products, marketing messages, and internal systems in sync. But he'll convince you that it's worth the effort.