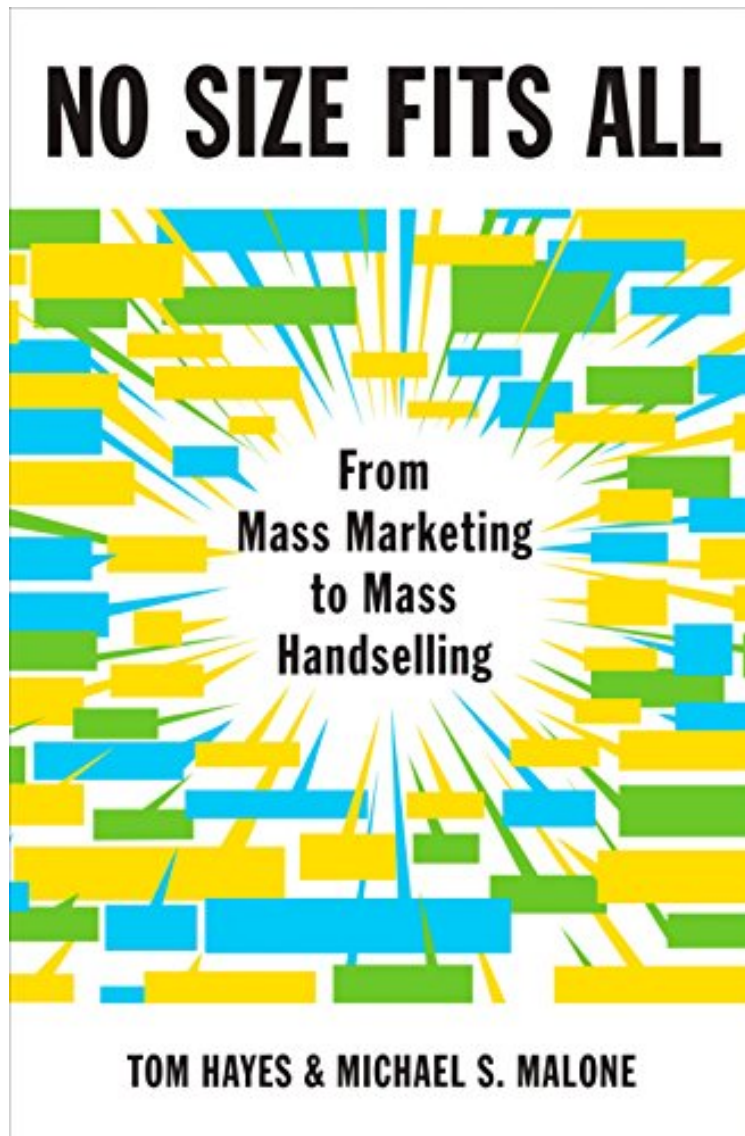


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No Size Fits All: From Mass Marketing to Mass Handselling

Tom Hayes, Michael S. Malone

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Tom Hayes, Michael S. Malone : No Size Fits All: From Mass Marketing to Mass Handselling before purchasing it in order to gauge whether or not it would be worth my time, and all praised No Size Fits All: From Mass Marketing to Mass Handselling:

Today's markets have splintered into millions of powerful consumer communities—how can businesses adapt? It's no secret that traditional mass marketing—network television, newspapers, direct mail—is

dying. Consumer markets are increasingly fragmented, even as they become more connected, transparent, and global. The future of business is about penetrating self-forming niches, from affinity groups on Facebook to thousands of satellite channels and millions of private online communities. So how can businesses reach new customers, win their trust, and earn their loyalty? Tom Hayes and Michael S. Malone urge an entirely new approach, embracing small, trust-based online groups as powerful vehicles for creating customers and gathering invaluable feedback. But what they call "marketing 3.0" is not as simple as setting up a YouTube channel. Drawing on many case studies, the authors offer a new set of tools for a world where attention is harder than ever to capture, but even more lucrative to hold. They explain how to use social media for a new kind of marketing—bottom-up instead of top-down, personal rather than public, subtle rather than full frontal. The payoff is a return to the power of old-fashioned handselling—turbocharged by bleeding-edge technology.

From Publishers Weekly Hayes (Jump Point) and Malone (The Virtual Corporation) present a compelling picture of a society irrevocably changed by the Internet age: while we retain our need to connect with one another, we're more likely to base those connections on mutual interests than on geographic proximity. The Internet has fundamentally changed group forming; we use our new tools to splinter one traditional institution after another—commercial, cultural, social, religious—then re-sort ourselves by our affinities and our passions. When challenged by an increasingly bewildering world (and array of consumer choices), we huddle into small, trusted groups. And reaching those groups is not always easy. Marketers must see their customers or constituents in a new social context—they are using social networks to form small, self-selected communities of interest, and the one-way broadcast, mass media consciousness of the past century is rapidly being replaced by a mass-connected social information space. More theory than specific proscription, this is an extraordinarily well-researched look at a market where word of mouth or a nod from Oprah have a much greater impact than an expensive marketing campaign. (Nov.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Marketing to the masses, one at a time BY RICHARD PACHTER, The Miami Herald; Hayes and Malone's survey of the current online marketing frontier is extremely well done.