

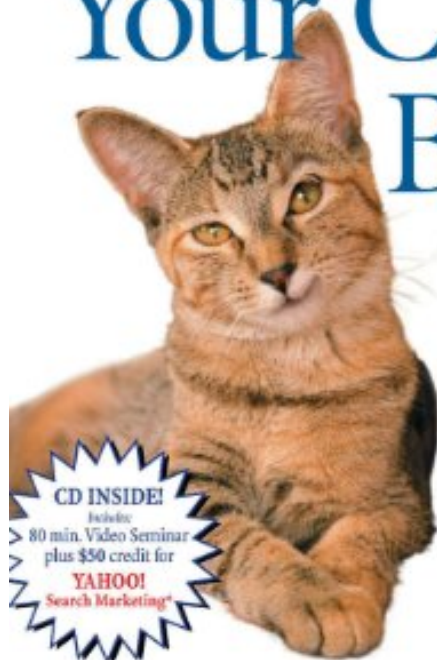
(Download) Waiting for Your Cat to Bark?

Waiting for Your Cat to Bark?

Bryan Eisenberg, Jeffrey Eisenberg
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From the Authors of the *New York Times* Bestseller *Call to Action*

Waiting for Your Cat to Bark?



Persuading
Customers
When They
Ignore
Marketing

BRYAN & JEFFREY EISENBERG
with Lisa T. Davis

Foreword by Murray Gaylord, VP of Brand Marketing, Yahoo!

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Bryan Eisenberg, Jeffrey Eisenberg : Waiting for Your Cat to Bark? before purchasing it in order to gage whether or not it would be worth my time, and all praised Waiting for Your Cat to Bark?:

0 of 0 people found the following review helpful. Be careful what you believe in this book, but...By david schlossIt's solid and actionable advice on how to really focus on your customers. There are lots of well known ideas, like think about your customers, see your business from your customers point of view, provide good service, provide relevant information, measure a campaign effect etc.Do I believe advertising is dead? Absolutely not so this book has it's motives which many may agree or disagree.1 of 1 people found the following review helpful. BrilliantBy Deepak

Khurana What an amazing read! Not being able to speak web made this book a godsend. It's full of great insight, easy to apply and most importantly really easy to read. Highly recommended to anyone in the online space. Bryan Jeffrey Eisenberg are up there with my other favourites Seth Godin and Avinash Kaushik. 0 of 0 people found the following review helpful. Great learning tool for marketing now and into the immediate future By Robert Ashe This book was recommended by a good friend, I'm still reading it has really opened my eyes to what's happening now.

Evolving from the premise that customers have always behaved more like cats than Pavlov's dogs, *Waiting for Your Cat to Bark?* examines how emerging media have undermined the effectiveness of prevailing mass marketing models. At the same time, emerging media have created an unprecedented opportunity for businesses to redefine how they communicate with customers by leveraging the power of increasingly interconnected media channels. Bryan and Jeffrey Eisenberg don't simply explain this shift in paradigm; *Waiting for Your Cat to Bark?* introduces Persuasion Architecture, a new paradigm; as the synthetic model that provides business with a proven context for rethinking customers and retooling marketers in a rewired market. Readers will learn: Why many marketers are unprepared for today's increasingly fragmented, in-control, always-on audience that makes pin-point relevance mandatory How interactivity has changed the nature of marketing by extending its reach into the world of sales, design, merchandizing, and customer relations How Persuasion Architecture, a new paradigm; allows businesses to create powerful, multi-channel persuasive systems that anticipate customer needs How Persuasion Architecture, a new paradigm; allows businesses to measure and optimize the return on investment for every discrete piece of that persuasive system "There's some big thinking going on here—thinking you will need if you want to take your work to the next level. 'Typical, not average' is just one of the ideas inside that will change the way you think about marketing." —Seth Godin, Author, *All Marketers Are Liars* "Are your clients coming to you armed with more product information than you or your sales team know? You need to read *Waiting for Your Cat to Bark?* to learn how people are buying in the post-Internet age so you can learn how to sell to them." —Tom Hopkins, Master Sales Trainer and Author, *How to Master the Art of Selling* "These guys really 'get it.' In a world of know-it-all marketing hysteresis, these guys realize that it takes work to persuade people who aren't listening. They've connected a lot of the pieces that we all already know—plus a lot that we don't. It's a rare approach that recognizes that the customer is in charge and must be encouraged and engaged on his/her own terms, not the sellers. *Waiting for Your Cat to Bark?* takes apart the persuasion process, breaks down the steps and gives practical ways to tailor your approaches to your varying real customers in the real world. This book is at a high level that marketers better hope their competitors will be too lazy to implement." —George Silverman, Author, *The Secrets of Word of Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth* "We often hear that the current marketing model is broken—meaning the changes in customers, media, distribution, and even the flatness of the world make current practices no longer relevant. Yet few have offered a solution. This book recognizes the new reality in which we operate and provides a path for moving forward. The authors do an outstanding job of using metaphors to help make Persuasion Architecture clear and real-life examples to make it come alive. Finally, someone has offered direction for how to market in this new era where the customer is in control." —David J. Reibstein, William Stewart Woodside Professor, Wharton Business School of the University of Pennsylvania and former Executive Director, Marketing Science Institute "If you want to learn persistence, get a cat. If you want to learn marketing, get this book. It's purrfect." —Jeffrey Gitomer, Author, *The Little Red Book of Selling*

From Publishers Weekly The Eisenberg brothers (*Call to Action: Secret Formulas to Improve Online Results*) dub the guiding principles behind their marketing consultancy "Persuasion Architecture," but their methods have more in common with Hollywood screenwriting. Observing that one message no longer fits every audience, they create "personas" representing broad consumer patterns, based on the types identified in the Keirsey personality tests, renamed here as "methodical," "spontaneous," "humanistic" and "competitive" shoppers. Then the authors "storyboard" marketing scenarios guiding each type to the point of sale. Although 20th-century advertising was based on the Pavlovian model of instilling a desired reaction to stimuli, like the dog that expected dinner whenever a bell rang, the Eisenbergs say that increasing media fragmentation prevents advertisers from creating that sort of conditioned response. Anyway, they add, people have always been more like cats, occasionally distractible but for the most part independent-minded. Their solution—developing interactive relationships—is fairly standard in contemporary marketing circles, but by keeping the message simple, with short chapters low on jargon and high on real-world examples, the Eisenbergs just may push themselves to the front of the crowd. (June 13) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Bryan Eisenberg is an inventor of Persuasion Architecture (patent pending) and cofounder of Future Now, Inc., based in New York City. Jeffrey Eisenberg is an inventor of Persuasion Architecture (patent pending) and cofounder of Future Now, a consulting firm focused on helping clients persuade and convert their Web site's traffic into leads, customers, and sales. Lisa T. Davis is a partner and Director of Content for Future Now.