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**Meatball Sundae Is
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media, TV, command-and-control) and The New Marketing (fashion, stories, permission and promises) The highlight of the book is in Part 2, The Fourteen Trends

Meatball Sundae: Is Your Marketing out of Sync?: Godin ...

Meatballs (Old Marketing style goods/companies) are not improved by merely adding Sundae

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toppings (New Marketing techniques/approach). There must be a fundamental overhaul of a company's goods/services/understanding to successfully leverage the New Market. This is the bo

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practice trying to embrace the New Marketing as "Meatball Sundae". Meatball is straightforward and ubiquitous. The New Marketing is whipped cream and a cherry Part 1 speaks out the difference between the old marketing (mass media, TV, command-and-control) and The New Marketing (fashion, stories, permission and promises) The highlight

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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

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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 ...

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"Meatballs" are average products made for average people. "Sundaes" are the new online marketing tools we see evolving and morphing by the day. You can't market meatballs with sundaes because New Marketing is all about quality and niches. The meatball model doesn't mix with the medium of the Web.

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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.

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Meatball Sundae: Is Your Marketing out of Sync? | Seth ...

A meatball sundae sounds entirely unappetising, even though in and of themselves meatballs might taste nice and ice cream sundaes taste good. In his book, the author explains that the same thing is happening in marketing today. Think of traditional marketing

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As an internet marketer, I see a lot of Meatball Sundae businesses fail at using the new technologies, or New Marketing as Seth Godin calls it. These failures seem especially true when it

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comes to using social media for business. As Seth discusses in his book, there is a fundamental "wrongness" to how many businesses view and use the internet.

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pt. 2. The fourteen
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communication and
commerce between
producers and

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consumers -- Trend 2 :
Amplification of the
voice of the consumer
and independent
authorities -- Trend 3 :
Need for an authentic
story as the number of
sources increases --
Trend 4 : Extremely
short attention spans
due to clutter -- Trend
5 : The long tail ...

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Meatball Sundae is an

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essential guide to the fundamental shift taking place in the marketing and business world, and shows you how to align your business to it.

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established brands are losing growth potential by using strategies that are inconsistent with their products, making recommendations for utilizing options that are more compatible and effective.

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**Meatball Sundae: Is
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Background. After leaving Spinnaker in 1986, he used \$20,000 in savings to found Seth Godin Productions, primarily a book packaging business, out of a studio apartment in New York City. He then met Mark Hurst and

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founded

Yoyodyne. After a few years, Godin sold the book packaging business to his employees and focused his efforts on Yoyodyne, where he promoted the concept of permission marketing.

Seth Godin - Wikipedia

A perfect dish for when you want the taste of a sundae without the

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highfat ice cream base.

Here you get a

mélange of sweet

flavors at a fraction of
the calories. Serves 6

Ingredients 1 cup

banana, sliced 2 cups

strawberries, chopped

1/4

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