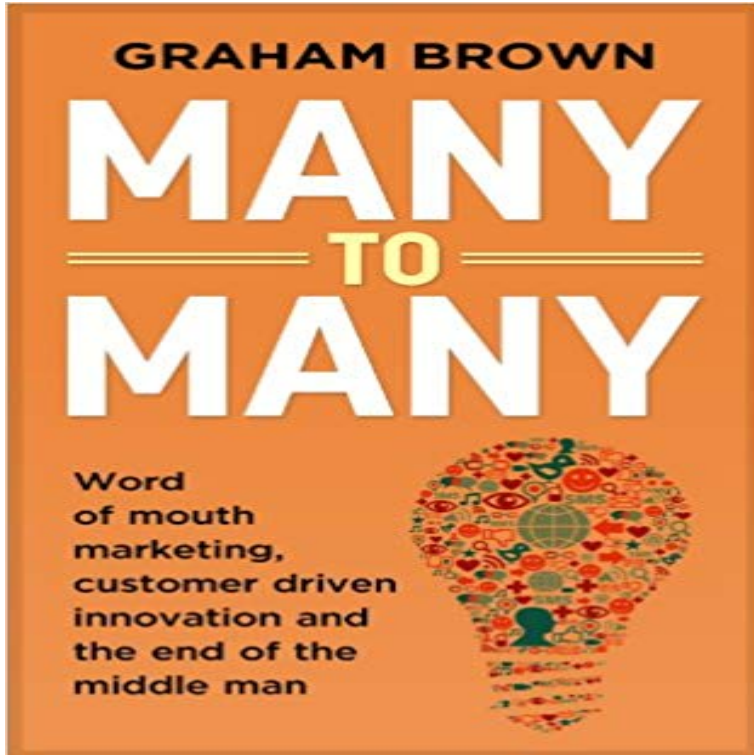


Many to Many: Word of mouth marketing, customer driven innovation and the end of the middle man



Businesses invest \$billions in social media and communication technologies but they do so with an old-fashioned one-to-one mindset. What they haven't discovered yet is that nobody wants to be one. Customers are social animals and always seek out the many. The question is are you helping them do that? Many-to-Many is a mindset. It's about stepping out of the way and let customers communicate and co-create with each other. It's about connecting people and not interrupting their lives or walling in their behaviors. This is a short book about change. It's a book about how marketing and innovation are changing rapidly and how we can position ourselves to take advantage, rather than be victims of this shift.

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