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Marketing Multiplied is your
comprehensive guide to
indirect channel marketing.

We explore topics such as
how best to engage channel
partners, how to create
programs that generate
outcomes, how to develop the
right mix of content,
recruiting and hiring
talented people, and how to
provide meaningful
incentives to your channel
partners that motivate them
to deliver results.

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It then divides your channel
marketing into four
sections: 1) marketing to
the partner, 2) marketing
with the partner, 3)
marketing through the
partner, and 4) marketing

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for the partner. “Marketing Multiplied” also includes lots of practical tools and resources that you can apply to your channel marketing efforts today and refer to when you get stuck.

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Marketing Multiplied: A Real-World Guide to Channel Marketing for Beginners, Practitioners, and Executives Audible Audiobook - Unabridged Mike Moore (Author), Peter A. Thomas (Author), Tim McDonnell (Narrator), Franklin Kennedy Press (Publisher) & 1 more

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Marketing Multiplied is your comprehensive guide to indirect channel marketing. Building on more than 40 years of combined experience, Mike Moore and Peter Thomas explore topics such as how best to engage channel partners, how to create programs that generate outcomes, how to develop the right mix of content, recruiting and hiring talented people, and how to provide meaningful incentives to your channel partners that motivate them to deliver results.

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Association 2013 Book of the
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Amidst the profound upheavals in technology, economics, and culture that mark the contemporary moment, marketing strategies have multiplied, as brand messages creep ever deeper into our private lives. In *Your Ad Here*, an engaging and timely new book, Michael Serazio investigates the rise of “guerrilla marketing” as a way of understanding increasingly covert and interactive flows of commercial persuasion. Digging through a decade of trade press coverage and

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Interviewing dozens of agency CEOs, brand managers, and creative directors, Serazio illuminates a diverse and fascinating set of campaign examples: from the America's Army video game to Pabst Blue Ribbon's "hipster hijack," from buzz agent bloggers and tweeters to The Dark Knight's "Why So Serious?" social labyrinth. Blending rigorous analysis with eye-opening reporting and lively prose, *Your Ad Here* reveals the changing ways that commercial culture is produced today. Serazio goes behind-the-scenes with symbolic creators to appreciate the professional logic informing their work,

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while giving readers a glimpse into this new breed of "hidden persuaders" optimized for 21st-century media content, social patterns, and digital platforms. Ultimately, this new form of marketing adds up to a subtle, sophisticated orchestration of consumer conduct and heralds a world of advertising that pretends to have nothing to sell.

"Building Successful Partner Channels" is a book laying out the roadmap for achieving global market leadership through independent channel partners in the software industry.

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When Microsoft acquired Navision in 2002 there is no doubt that the price they paid was heavily influenced by the value of our channel partner eco-system. I can think of no one better suited than Hans Peter to write a book with the title Building Successful Partner Channels. Preben Damgaard, Co-founder and CEO of Navision Predictable growth and market leadership through independent channel partners are on every software industry CEO and sales executives' mind. However, it is rarely achieved. With "Building Successful Partner Channels" Hans Peter Bech provides a

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great tactical approach
toward reaching this goal.
Torulf Nilsson, Product
Executive, Visma Retail,
Oslo, Norway Hans Peter Bech
has been at the forefront
developing indirect channels
in the software industry for
more than three decades and
his track record is
impressive. I'd highly
recommend this book to
anyone searching for the
route to global market
leadership in the software
industry. Yusuf Soner,
School of Management at the
Sabanci University,
Istanbul, Turkey Building
Successful Partner Channels
provides a powerful,
practical approach to

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building a strong network of independent channel partners, so as to optimize sales and marketing activities. The book helps senior sales and marketing executives understand how to work in concert to achieve global market leadership through the indirect-channel approach. Toke Kruse, Founder and CEO at Billy, San Francisco, USA

A complete author's toolkit:
The guide that demystifies every step of the publishing process. No matter what type of book you want to write—fiction, nonfiction, humor, sci-fi, romance, cookbook, children's

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book—here is how to take an idea you're passionate about, develop it into a manuscript or proposal, get it published, and deliver it into the hands and hearts of readers. Includes interviews with dozens of publishing insiders—agents, editors, besteslling authors, and booksellers. Real-life success stories and the lessons they impart. Plus sample proposals and query letters, a resource guide, and more. Updated to cover ebooks, self-publishing, digital marketing, the power of social media, and more. This complete author's toolkit includes information on:- locating, luring, and

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overview of the field, summarising the key theoretical perspectives and introducing students to the multi-cultural 'big picture' in which global business operates. Experts provide a wealth of cases and other learning and teaching resources.

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One of the greatest entrepreneurial success stories of the past twenty years When a friend told Bernie Marcus and Arthur Blank that “you’ve just been hit in the ass by a golden horseshoe,” they thought he was crazy. After all, both had just been fired. What the friend, Ken Langone, meant was that they now had the opportunity to create the kind of wide-open warehouse store that would help spark a consumer revolution through low prices, excellent customer service, and wide availability of products. Built from Scratch is the

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story of how two incredibly determined and creative people—and their associates—built a business from nothing to 761 stores and \$30 billion in sales in a mere twenty years. Built from Scratch tells many colorful stories associated with The Home Depot's founding and meteoric rise; shows that a company can be a tough, growth-oriented competitor and still maintain a high sense of responsibility to the community; and provides great lessons useful to people in any business, from start-ups to the Fortune 500.

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You can measure practically anything in the age of social media, but if you don't know what you're looking for, collecting mountains of data won't yield a grain of insight. This non-technical guide shows you how to extract significant business value from big data with Ask-Measure-Learn, a system that helps you ask the right questions, measure the right data, and then learn from the results. Authors Lutz Finger and Soumitra Dutta originally devised this system to help governments and NGOs sift through volumes of data. With this book, these two experts

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provide business managers and analysts with a high-level overview of the Ask-Measure-Learn system, and demonstrate specific ways to apply social media analytics to marketing, sales, public relations, and customer management, using examples and case studies.

Have you taken your business from good to great, only to find that “great” still isn’t cutting it? Are you making all the right moves in your career and still not receiving the recognition you have earned? Why do companies like Apple get all the attention, when you have difficulty getting anyone to

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focus on your efforts? In our homogenized world, companies in every sector—from big-box retail to financial services; from fast food to entrepreneurs—appear more and more alike, as do the tweets and LinkedIn pages of professionals across the country. But if people see you or your company as nothing more than a carbon copy of the competition, how can you expect to attract attention? Scott McKain's original approach to this problem, first captured in his book *Collapse of Distinction*, was conceived and written in the direct aftermath of the 2008

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financial meltdown. His forceful case for the importance of distinction—finding success by setting yourself apart from the crowd—resonated with thousands of readers. To reflect the changing reality since that book's publication—and to incorporate new research and up-to-date examples—McKain, an internationally recognized expert on business distinction, has retitled and revised it as *Create Distinction*. Within these updated pages (including one entirely new chapter) you'll find a potent cure for similarity and uniformity—the primary

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killers of businesses and careers. In engaging, story-filled prose, McKain lays out the cornerstones of distinction and equips you with the specific tools and knowledge you need to stand out. Whether you're in the "C-suite" of a multinational company or just vying for your next promotion, you'll learn how to rise above the fray and make your work unmistakable. With this practical advice, you'll feel confident stepping up from the competition—and toward success.

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