

From the Authors of the *New York Times* Bestseller *Call to Action*



Waiting for Your Cat to Bark?

**Persuading Customers
When They
Ignore Marketing**

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with Lisa T. Davis

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

Waiting For Your Cat To Bark

Marty Weintraub, Lauren Litwinka



Waiting For Your Cat To Bark:

Waiting for Your Cat to Bark? Bryan Eisenberg, Jeffrey Eisenberg, 2007-09-09 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 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 audience that makes pinpoint 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 allows businesses to create powerful multi-channel persuasive systems that anticipate customer needs. How Persuasion Architecture allows businesses to measure and optimize the return on investment for every discreet 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 hypesters, 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 seller's.

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.

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Front with Stephen Abram Stephen Abram,2007-01-15 Stephen Abram has the knack for seeing and expressing the obvious long before most people become aware of the issue With bibliography of Abram s works and recommended reading list this volume gives perspective on the future of the library profession challenges preconceptions and helps librarians stay ahead of the learning curve **Riches in Niches** Susan A. Friedmann,2007-01-01 In Riches in Niches How to Make It BIG in a Small Market Susan explores the multiple factors that separate the experts from the service professionals who may have

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power of social media with crucial proven tactics and strategies for every phase of online reputation management Using step by step instruction and tested techniques the expert authors unveil a detailed blueprint for building managing monitoring and repairing your reputation

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