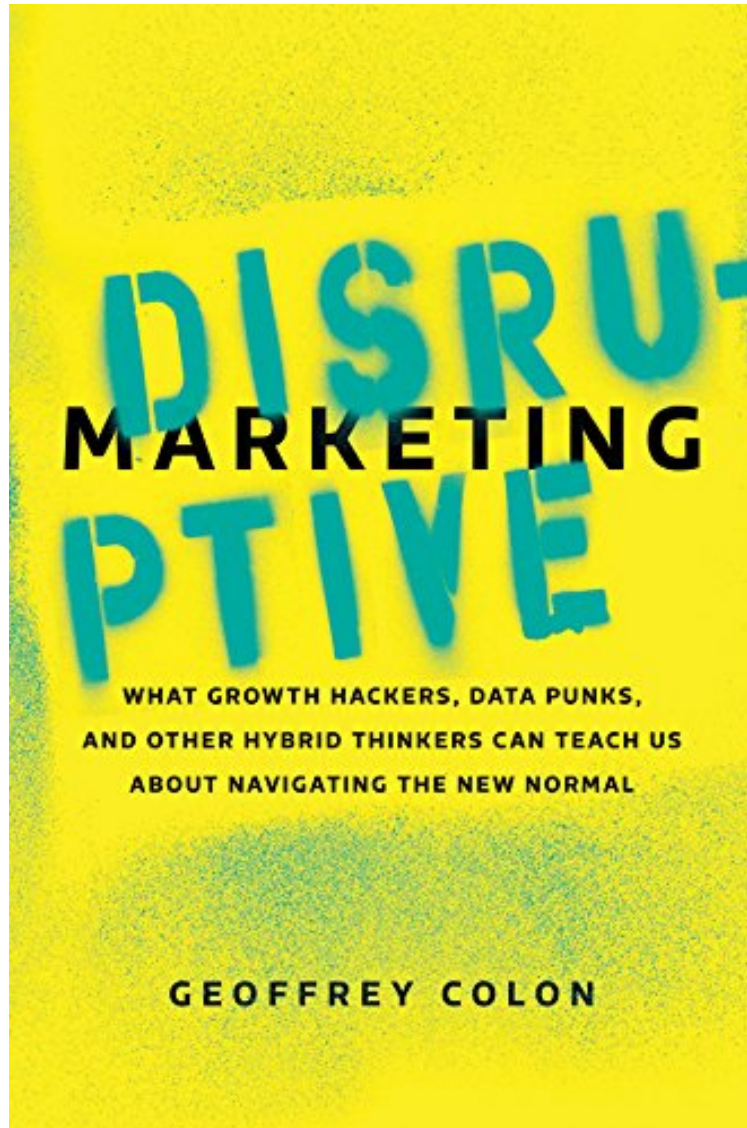


[Free] Disruptive Marketing: What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal

Disruptive Marketing: What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal

Geoffrey COLON

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Geoffrey COLON : **Disruptive Marketing: What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal** before purchasing it in order to gage whether or not it would be worth my time, and all praised Disruptive Marketing: What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal:

5 of 6 people found the following review helpful. Here's the future of marketing. Brace yourself. By Douglas N. Burdett[[VIDEOID:81d3e9ec263a60dbc8b69c66ee7ed63c]] Hi Irsquo;m Douglas Burdett, host of The Marketing Book Podcast and Irsquo;d like to tell you about the book Idquo;Disruptive Marketing: What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating the New Normalrdquo; by Geoffrey Colon. If yoursquo;re a marketer, you already know that the field is changing dramatically. A study by Adobe found that 76% of marketers think marketing has changed more in the past two years than the previous 50. And itsquo;s not just marketing thatrsquo;s changing. Since 2000, over half of the names on the Fortune 500 list are gone, either as a result of mergers, acquisitions or bankruptcies. And the pace of change is accelerating. In 1960 the average age of a company on the SP was 60 years old. By 2020, the average age of SP firms will continue to shrink to 12 years old. Nowadays, even the smallest startup can overtake a large Fortune 500 company because of disruptive, non-traditional Digital Darwinism. This book is like a lit Molotov cocktail being thrown on the barricade of the sclerotic traditional marketing that is holding companies back as their upstart competition eviscerates them. If you are a traditional marketer in a comfortable job who feels that yoursquo;re career path is safe and secure, yoursquo;re not going to want to read this book. But if you want to see where marketing is truly headed, and you can handle the truth, I guarantee that you will look back on reading this book as a milestone in your career. In the book, Geoffrey Colon walks you through all the change that has occurred, but more importantly points to where the future of marketing is going. He includes sections on the mindset and skills of successful future marketers, the end of the marketing department, the building blocks of disruptive marketing and the rules for disruptive marketers. The book will help you discover why disruptive marketing and growth hacking will ultimately replace conventional marketing. And, to listen to an interview with Geoffrey Colon about "Disruptive Marketing," visit MarketingBookPodcast.com. 1 of 1 people found the following review helpful. Geoffrey Colon has delivered a wonderful book that is not exclusively for marketers. By JKan Amsterdam Disruptive Marketing is a brilliant book with major takeaways: middot; Embrace hybrid creativity middot; Ignite conversations facilitate human connections middot; And never stop learning! Geoffrey Colon has delivered a wonderful book that is not exclusively for marketers! Captivating, full of heart and with pleasant pace, he educates us about the new creative thinking, embracing technology and to never lose sight of the spil of it all: human experiences and connections. This uplifting book will refresh your perspective mindset and prep you for the coming years. For creative thinkers, doers, makers; all-in-one. 3 of 4 people found the following review helpful. A true gem of a book! By Daniel B. Beaulieu This is one Gem of a book There is no doubt that this is one of the most impressive books you are going to read and dare I say re-read this year. In just a little over a couple of hundred pages Colon changes your perspective ion marketing as yoursquo;ve know it. He is predicting the future that is either here today or right one our doorstep ready to come in tomorrow. From telling us that mobile will be the platform of tomorrow, okay I get that to saying the in the future branding will be Idquo;rooted in what customers are talking about and making. Customer responses and feelings toward the brand will dictate the product development or enhancement.rdquo; He goes on to say that the customer is not only always right but in the future, Idquo;Every move you make needs to me from the point of view of the customer, even if it might not benefit that companysquo;s bottom linehellip;customers want to go deep into you world. Not simply be told about it.rdquo; In short what he is saying is that everything yes even your products or services all products will rely on the customer experience. How the customers feel using your products and services. The success of your company will be based on not selling to your customers but how you connect with them. Think about this statement, Idquo;Every time someone uses your product, its marketing. Your product represents you. The customer of today wants to feel your product. He does not want to hear about it in an ad; she does not want to see it on TV, they want to experience the product. They want to know the story of the product. They to connect with your company not just have the traditional impersonal buyer-seller relationship they want to actually be involved in your producthellip;not just the product as it is right now but the product of the future the one they will have a say in. Your products will be a result of the strong ongoing collaborative partnership you have with your customers and that is what this book is about. If you are planning on still being I business in five years or even one year, or even next month, you need to buy and read this book.

Now that 75 percent of screen time is spent on connected devices, digital strategies have moved front and center of most marketing plans. But what if thatrsquo;s not enough? What if most people ignore company messages? What if consumer engagement never goes further than the Idquo;likerdquo; button? A sobering reality is hitting marketers. Technology hasnrsquo;t just reshaped mass media, itsquo;s altering behavior as well. And getting through to customers will take some radical rethinking. First step is to toss the linear plan. Next is to strip away conventions, open your mind, and join Disruptive Marketing on a provocative, fast-paced tour of our changing world . . . Where selling is dead, but ongoing conversation thrives Where consumers generate the best content about brands Where people tune out noise and listen to feelings Where curiosity leads the marketing team Where growth depends on merging analytics with boundless creativity Packed with trends, predictions, interviews with big-think marketers, and stories from a career spent pushing boundaries, this book will propel you out of your comfort zone and into the disruptive mindset you need for future success.

“Colon brings a fresh view to marketing in this provocative and useful book.” --Success Magazine “If you want to see where marketing is truly headed, I guarantee that you will look back on reading this book as a milestone in your career.” --Artillery Marketing “This book will turn your world upside down. If you know anything about marketing or like me are a truly passionate advocate of the subject, it will blow your mind.” --PCB007 “The book’s excellent cases are constructed to engage readers. The text abounds with boxed tweets that act as oysters presenting their pearls of wisdom.” --Choice “Change is coming from all aspects of business and technology, and everyone is scrambling for their share of the new landscape. Colon attempts to make sense of how it’s all occurring.” —Ad Pulp From the Author When I was pitching this book, it dawned on me: How old does a book seem when its topic changes by the millisecond? Remaining evergreen in a world that is always on is harder and harder to do. Every day brings a new blog post, a new marketing conference presentation, a new podcast, a new video, new tweets, new Snapchats, new photos, and new infographics explaining how to best optimize the marketing in this new era. I realized the best way to do this was to provide higher-level inspirational thinking that (I hope) won’t get old, because it’s centered on the human experience rather than on technology or platforms; those are so “here today, gone tomorrow.” I hope that when you read this book—or reread it in 2020 or 2025—that it’s still as relevant as it was in summer of 2015 when I wrote it—although you will be reading it using virtual reality rather than your smartphone. I didn’t write this book from one location but, rather, from many locations. The best sources of inspiration are the people and things that are around us. I wrote late at night in Seattle; I also wrote in Las Vegas, San Francisco, Portland, Oregon, Brooklyn, Long Beach Island (on the Jersey Shore), and at a friend’s house in Maplewood, New Jersey. I wrote it at desks, standing tables, coffeehouse cafe tables, and in a comfy chair at the house of my old friends, Mike and Diedre Ayers. When I wasn’t tapping away on my Windows 10-powered laptop, I was taking notes and saving them on OneNote or backing up the drafts on OneDrive. I felt I was constantly learning while I was writing. To feel and not just think, I exposed myself to as many experiences beyond the computer screen as possible. When I did foster true connection, it was with the 25 people I interviewed, who understood how to connect in ways we normally take for granted. Unfortunately, we tend to forget human connections in our digitally distracted world. We sometimes pay more attention to the computer or smartphone than to the exciting physical world and the people who inhabit it with us. Trust me, I’m no Luddite. But trust me—reading another blog post or watching another piece of video content may not inspire you with creative ideas or flights of imagination. However, separating yourself from the world of digital devices just might. It can put into perspective what you are trying to accomplish and what your life’s mission is in the creative economy—not as a marketer, but as a human being. You may be surprised what happens when you let your heart lead the way, rather than a bunch of numbers in Hadoop without context. We have to remember that those numbers represent the actions of people, and aren’t simply statistics alone. So, get outside more. Paint. Travel. Read. Observe. Love. Learn. Slam-dance. Rave. DJ. Feel. Solve math equations. Listen. From the Inside Flap What happens to your Twitter strategy when people skip branded messages? What happens to a digital ad campaign when they install ad-blocking software? How will you get through to customers in the future? While no one has all the answers, thinkers and doers pushing the edges of marketing agree on this: the industry’s shakeups are far from done—and even the most up-to-date digital plan will soon be irrelevant. When tech upstarts are reshaping mass media . . . when social networks are altering consumer behavior . . . when wearables and the Internet of Things are poised for takeoff—it’s time to throw out old playbooks and embrace disruption. Part freewheeling roadmap of an industry in flux, part mind-bending glimpse into the future, *Disruptive Marketing* unburdens you from conventional planning and an agency mentality, and helps you cultivate the mindset and skills you need for a thriving business. Written by a digital marketing pioneer, *Disruptive Marketing* introduces you to the ideas, interviews, new realities, and evolving trends that illustrate: • The four keys to disruptive marketing • Why ads don’t matter anymore • How a quiet “enchanted stater” grabs attention • How our anti-organization age impacts brands • What “unicorns” can tell us about the creative economy • Why MFAs can outproduce MBAs • How tinkering created Tumblr • Why distribution comes before content at BuzzFeed • What “producerism” is doing to customers • What big data can and cannot do • Why feelings rule, and more Few people like change, even creative people. But change is here—and it can be more exciting than scary. *Disruptive Marketing* helps you toss tired brand marketing approaches, rethink what you’re doing, and find unexplored, unexpected ways to connect with customers on their own terms. Disrupt yourself, and be prepared for anything! Geoffrey Colon works at the intersection of marketing, tech, and popular culture. Data punk, DJ, podcaster, and author, Geoffrey is a communications designer at Microsoft, where he leads a team of disruptive marketers to develop creative and analytical strategies for the company’s search advertising business. Previously he was vice president of digital strategy at Ogilvy Mather, digital communities supervisor at 360i, and social media specialist at Bond Strategy and Influence. He has written for *The Futurist*, *Advertising Age*, and *Fast Company*, and been quoted in the *Wall Street Journal*, *Billboard Magazine*, *Advertising Age*, *Los Angeles Times*, and on NPR. Visit Geoffrey Colon at geoffreycolon.net