



Mommy, Where Do Customers Come From?: How to Market to a New World of Connected Customers

Larry Balin

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Looking for a marketing book that ...Tells it like it is?... Can help you keep up in an ever changing world?... Is the right fit no matter your business type or size? Mommy, Where Do Customers Come From? covers all aspects of marketing and selling products and services to a new breed of customer. Customers have become less loyal, more demanding and have more choices. With the proliferation of vehicles such as the Internet, Email, BLOGs, Podcasts and others, reaching the right customer with the right message is harder than ever before. Mommy, Where Do Customers Come From? deals with these issues and breaks down barriers like no other marketing book. Helping businesses decipher and deal with this changing online landscape and its effects on the ever changing customer is the purpose of this book. Allowing a business of any size, location or type to not only understand when something needs to be done, but what that something is and what the outcome should be. Mommy, Where Do Customers Come From? puts the business back in control of the message that is in front of its customers. Empowering readers to take action by taking an active role in the understanding and execution of their visible details. In this book, we strip away the nonsense from the common sense to uncover connective marketing messages that allow businesses to create what they really need the most sales.

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