



## Listen First!: Turning Social Media Conversations Into Business Advantage

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By Stephen D. Rappaport

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. Shhh Listen. Hear that? That s the sound of your business. The conversations taking place online and in the marketplace tell you nearly everything you need to know about your company and your customerswhat people are saying about you, how they use your products, whether they ll buy or recommend your product, and how they respond to your marketing and advertising. Listening provides unrivaled insight. If you do it right, you ll have a decisive edge over your competition as you adapt faster to customer needs and market changes. Listening is ultimately about gaining business advantage. Based on authoritative research from the Advertising Research Foundation, Listen First! delivers a playbook for marketing and advertising success-fully in our conversational era. This book explains what listening is, how to do it, how it s used, and where it s headed. Done well, social media listening uncovers pivotal insights that guide marketing as well as product development, customer service, and just about all business functions that touch customers and other stakeholders. You ll learn the tools, winning plays, and proven tactics for...



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