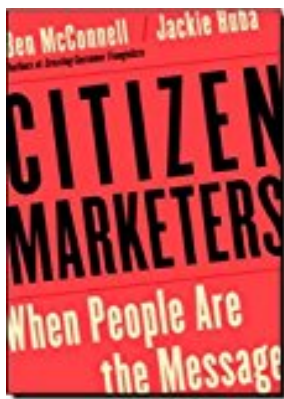


# [PDF] Citizen Marketers: When People Are The Message

**Ben McConnell, Jackie Huba - pdf download free book**

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**Books Details:**

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Author: Ben McConnell, Jackie Huba  
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**Description:**

**Review** A solid... insightful explanation of how the Internet has armed the consumer -- which is to say, everyone -- against the mindless blather of corporate messaging attempts. Drop everything and read this book --The Wall Street Journal

In the Internet age, the medium is no longer the message. As Ben McConnell and Jackie Huba show in this extraordinary book, people are now the message. Tens of millions of intrinsically motivated, self-expressive amateur content creators are overturning the old marketing orthodoxies. Citizen

Marketers is a brilliant guide to this new landscape. It bursts with so many fresh insights and so much smart advice, you'll need a second highlighter --Daniel H. Pink, author of *A Whole New Mind* and *Drive*

Citizen Marketers has really inspired my thinking and the direction I am taking with my marketing team. Jackie Huba and Ben McConnell have convinced me of the way to engage today's consumer and provide a roadmap for how to do it. --Cammie Dunaway, former Chief Marketing Officer, Yahoo!  
--This text refers to an out of print or unavailable edition of this title.

**From the Inside Flap** The woman sitting next to you at Starbucks focused intently on her laptop may just be determining the next big thing.

In coffee houses, offices, homes, dorm rooms, and airport lounges around the world, millions of people use laptops and cell phones to become today's new publishers and broadcasters. Armed with only a broadband connection, these regular citizens are exercising enormous influence on culture and what we buy.

Who are they? What motivates them? In their provocative new book, *Citizen Marketers*, Ben McConnell and Jackie Huba explore the ramifications of today's burgeoning social media. As everyday people increasingly create content on behalf of companies, brands, or products—to which they have no official connection—they are turning traditional notions of media upside down. Collaborating with others just like themselves, they are forming ever-growing communities of enthusiasts and evangelists using videos, photos, songs, and animations, as well as the "user-generated media" of blogs, online bulletin boards, and podcasts. From the rough to the sophisticated, their creations are influencing companies' customer relationships, product design, and marketing campaigns—whether the companies participate willingly or not.

Whether freeing Fiona Apple, building buzz for *Snakes on a Plane*, or denouncing Dell Hell, citizen marketers are democratizing traditional notions of communication and marketing, even entire business models. *Citizen Marketers* examines some of the early winners and losers in this new culture of business, as well as some of its most noted constituents.

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