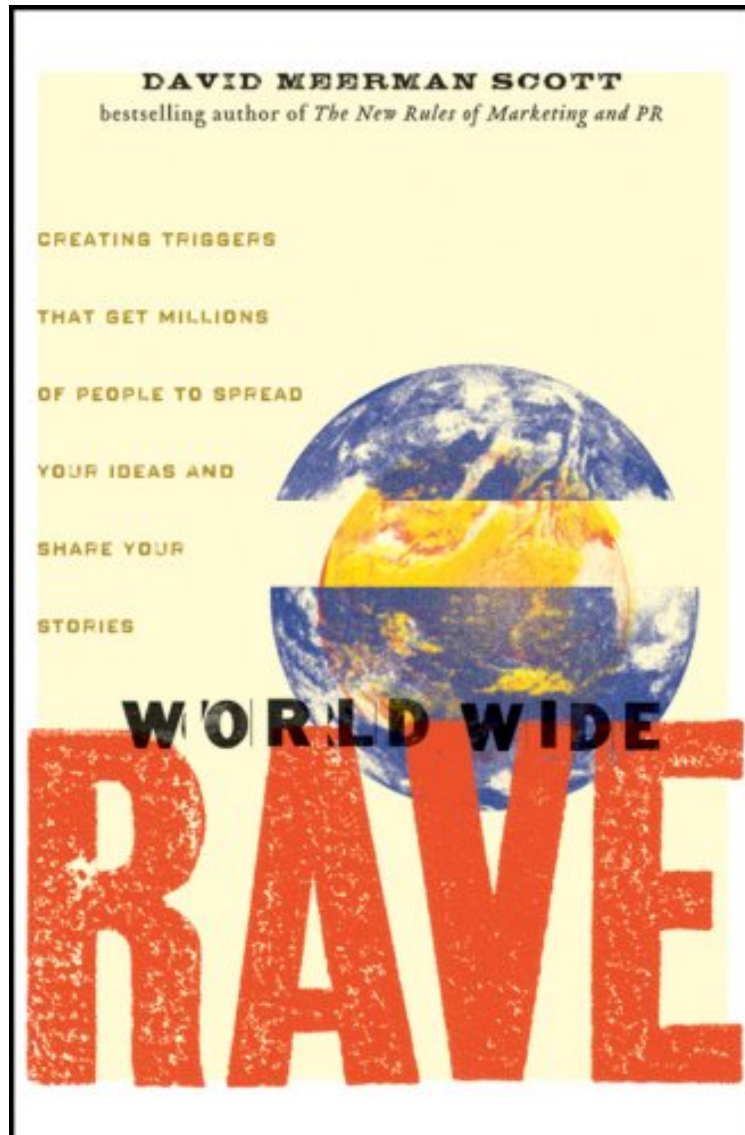


(Free pdf) World Wide Rave: Creating Triggers that Get Millions of People to Spread Your Ideas and Share Your Stories

## World Wide Rave: Creating Triggers that Get Millions of People to Spread Your Ideas and Share Your Stories

David Meerman Scott

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**David Meerman Scott : World Wide Rave: Creating Triggers that Get Millions of People to Spread Your Ideas and Share Your Stories** before purchasing it in order to gage whether or not it would be worth my time, and all praised World Wide Rave: Creating Triggers that Get Millions of People to Spread Your Ideas and Share Your Stories:

5 of 5 people found the following review helpful. It is an authentic RAVEBy Gisela HausmannWorld Wide Rave:

Creating Triggers that Get Millions of People to Spread Your Ideas and Share Your Stories by David Meerman Scott is an awesome book. A 6 stars book to those, who can think big, less stars to the others, depending on how small they think. When I started reading the first story of David Meerrman Scott's book, in which he refers to the Harry Potter theme park and the marketing thereof, I thought, "This ought to be my problem, Harry Potter has already millions of fans..." A funny episode came to my mind, which happened on the first day the 4th book got delivered. I was at a supermarket, where I met a friend, whose 9-yr old daughter obviously could not be kept from reading. The relatively big girl sat in the grocery cart and read, while her mother pushed her around and shopped at the same time. When we met again at the cash registers, the girl was almost submerged in groceries, but - not even noticing that - she read, obviously in awe. Spinning off my thoughts from there, I suddenly realized that this is what the author wants readers to do: Think Big! Don't confine yourself to little thoughts, like what the neighbor's business is doing. This is the 21st century and the bigger your horizon, the better the wave you can create. Why stop brainstorming in your backyard when the world and world's best campaigns can be your playground and inspiration? Indeed, I must admit, reading the book I have had an idea, which I consider one of my best so far. As soon as I am finished writing this review I will get started with it. The second thought that goes with this is, our goals should be to market our product to people, who will be as excited as the girl in the grocery cart. (Betting \$10 that she got her mother to take her on vacation to the theme park.) Meerman Scott's style comes across as authentic, which is so important because it proves that this is not recanned literature like so much nonsense out there. Scott's book offers a truly new perspective. A must-read for people, who are looking to get inspired by the best ideas instead of the same-old-same-old step-by-step. Obviously, to create a world wide rave one must walk a new path. David Meerrman Scott delivers the ideas. Thank you. Gisela Hausmann - author blogger 1 of 1 people found the following review helpful. A Worthwhile Read By Nightrunner I have been reading this book off and on while pursuing a medley of interests. I like the book and find value here. The main idea is that it is possible to start a "movement" by identifying and igniting those who already feel passionate about a specific idea. 0 of 0 people found the following review helpful. A Must Read Marketing Book By Eldon Edwards I really enjoyed this book by David Meerman Scott. It is a must read I feel for all business people. It is very insightful and interesting. Great examples. I recommend this book without qualifications. Eldon Edwards

A World Wide Rave! What the heck is that? A World Wide Rave is when people around the world are talking about you, your company, and your products. It's when communities eagerly link to your stuff on the Web. It's when online buzz drives buyers to your virtual doorstep. It's when tons of fans visit your Web site and your blog because they genuinely want to be there. Rules of the Rave: Nobody cares about your products (except you). No coercion required. Lose control. Put down roots. Point the world to your (virtual) doorstep. You can trigger a World Wide Rave: Just create something valuable that people want to share and make it easy for them to do so. What happens when people can't stop talking online about you, your company, and your products? A World Wide Rave is born that can propel a brand or company to seemingly instant fame and fortune. How do you create one? By learning the secret to getting links, YouTube, Facebook, and blog buzz to drive eager buyers to your virtual doorstep. For free. In World Wide Rave, David Meerman Scott, author of the award-winning hit book The New Rules of Marketing and PR, reveals the most exciting and powerful ways to build a giant audience from scratch. nbsp;

"Scott's book offers a number of methods and approaches that various businesses can use to start an online 'wavers' of interest in their company or their offering. Much of the advice is applicable to even the smallest growing business looking to tap into today's marketing trends." —Fuel Magazine "Companies that are marketing effectively are using social media and the Web to go wherever potential customers are going and getting them to create a buzz about their products. David Meerman Scott calls it creating a 'World Wide Rave'." —Miami Herald "Wouldn't you love to have your product sell itself, with people around the world talking about it and promoting it online? David Meerman Scott thought you would. So he wrote this book about how to start a World Wide Rave about your business." —Kansas City Star From the Back Cover WHAT IS IT? That thing that everyone is talking about? YOU HAVEN'T HEARD? Didn't you get the e-mail? IT'S EVERYWHERE! BUZZ... HOT... COOL... nbsp; all over the Web! YOU'VE JUST ENCOUNTERED A WORLD WIDE RAVE. Congratulations. Seemingly born overnight, a World Wide Rave happens when your product, your brand, or heck, even you become instantly known the world over. MOST OF THE TIME THEY ARE ACCIDENTAL. BUT WHAT IF YOU COULD CREATE ONE? HOW VALUABLE WOULD THAT BE TO YOU? Priceless? YOU CAN. The secret is here. INSIDE. By harnessing the power of social media and learning the secrets of why people share things on sites like YouTube, Facebook, and blogs, you can drive eager buyers to your virtual doorstep — for free! In World Wide Rave, Scott, author of the award-winning bestseller The New Rules of Marketing and PR, reveals the most exciting and powerful way to build your own giant audience. About the Author David Meerman Scott is an award-winning online marketing strategist, entrepreneur, keynote speaker, and seminar leader. He is the bestselling author of The New Rules of Marketing and PR, also from Wiley. For more

information, please visit [www.davidmeermanscott.com](http://www.davidmeermanscott.com).