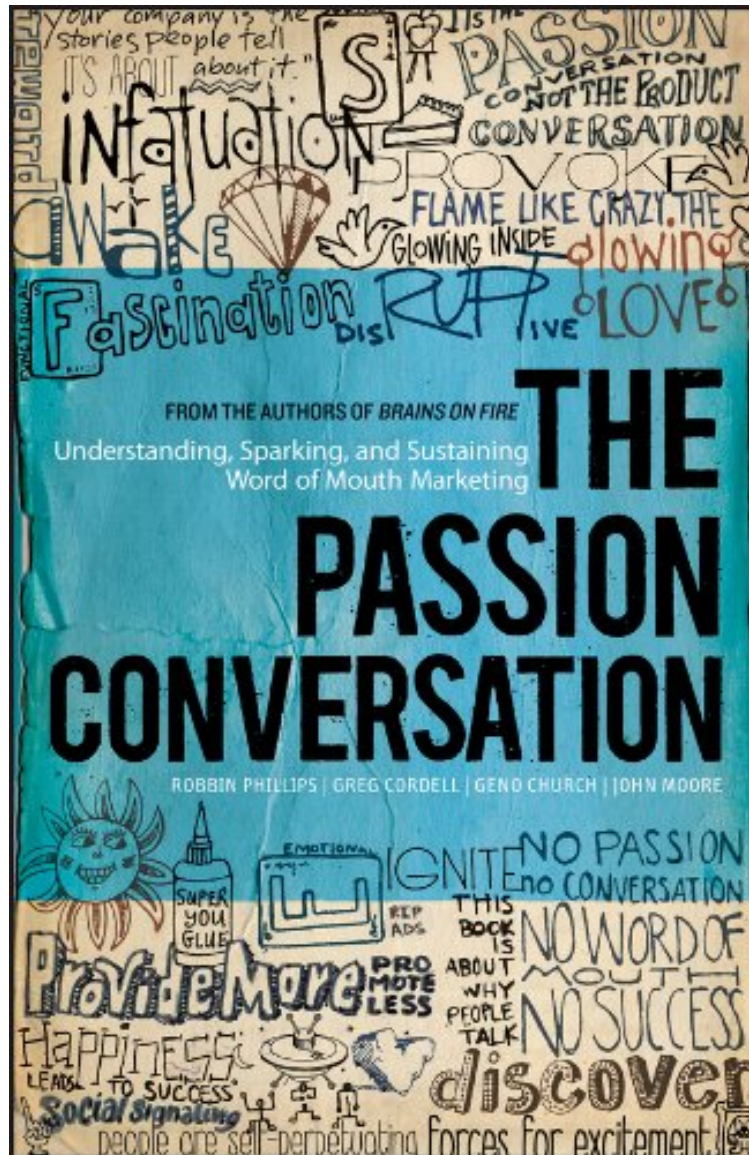


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## The Passion Conversation: Understanding, Sparking, and Sustaining Word of Mouth Marketing

Robbin Phillips, Greg Cordell, Geno Church, John Moore  
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Robbin Phillips, Greg Cordell, Geno Church, John Moore : The Passion Conversation: Understanding, Sparking, and Sustaining Word of Mouth Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Passion Conversation: Understanding, Sparking, and Sustaining Word of Mouth Marketing:

0 of 0 people found the following review helpful. Good but redundant  
By Zach  
This book had a some very good points. The title reflects exactly what the book is about, but the only problem is it repeats itself too much. It's like an extremely passionate person that doesn't have much to talk about, so it talks about the same things over and over again. The message is good, the support for the message is good, but the book is about twice as long as it needs to be. I will still recommend this book to those who want to understand the attitude it takes to create a movement.  
1 of 1 people found the following review helpful. Hands down - the best  
By Allen Tibshirany  
Hands down the best, rather, business (maybe people?) book I have read. It's inspiring and actionable at the same time. The "passion conversation" is too often overlooked by marketers for the shiny new tools. My copy has more notes, highlights, and dog ears than any book I own. Read it and you will be a better leader of your brand/cause/passion, and a better person.  
Well said  
Brains on Fire.  
0 of 0 people found the following review helpful. This book is a must read for anyone. A ...  
By Mike Saunders  
This book is a must read for anyone. A read for anytime in your life. I am now retired but believe every person working or not should read the book in order to make a difference either in someone's life or themselves.  
Mike S

No passion, no conversation. No conversation, no word of mouth. No word of mouth, no successful business. If you think you are in the marketing business, think again. You're in the people business, and The Passion Conversation teaches you how to get people to fall passionately and madly in love with your organization or cause. The author's mash-up of the latest in wonky academic research with practical, real-world stories shows how any business can spark and sustain word of mouth marketing. Readers learn how loving your customers results in not just building a thriving community, but also driving meaningful conversations, ultimately impacting the financial success of a business. The Passion Conversation will change your perspective on marketing by: Explaining the three motivations for people to talk about businesses and causes Detailing how every marketing problem is a people problem in disguise Giving heartfelt evidence that marketing materials are now conversation tools Showing how customer communities sustain word of mouth while also sparking financial impact Helping your business apply these marketing lessons through a series of workbook exercises called "Passion Explorations" The time is now for marketers and businesses to go beyond the product conversation to understanding, sparking and sustaining the passion conversation for why your business is in business.

From the Inside Flap  
NO PASSION, NO CONVERSATION. NO CONVERSATION, NO WORD OF MOUTH. NO WORD OF MOUTH, NO SUCCESSFUL BUSINESS. If you think you are in the marketing business, think again. You're in the people business, and in order to succeed, you need to make people fall passionately and madly in love with your organization or cause. You need to stoke the embers of love by celebrating your customers, touching their lives, and discovering their passions. Loaded with the latest in academic research, alongside practical, real-world stories, The Passion Conversation shows how any business can spark and sustain word of mouth marketing. Learn how loving your customers can result in not just building a thriving community, but also driving meaningful conversations and, ultimately, the financial success of your business. The Passion Conversation will change your perspective on marketing by delivering essential advice and insights for igniting passion in your customers and employees, including: The three motivations that drive people to talk about businesses and causes How every marketing problem is actually a people problem in disguise Heartfelt evidence that marketing materials are now conversation tools The importance of finding the right people to lead a conversation A series of exercises called "Passion Explorations" to help you apply these lessons to your business And much more! Marketers and businesses must go beyond shouting about your product and services. The time has come to understand, spark, and sustain the passion conversation that tells the world why your business is in business. Customers, those madly in love with your brand, will happily and passionately tell others of your greatness.  
From the Back Cover  
Praise for The Passion Conversation  
"It's a fast read, a fun read, a smart read. Short sentences, huge heart. Read it. Why? To absorb an important truth from the masters of word of mouth movements: Conversations spring from passions, not products."  
—Dan Heath, coauthor of *Decisive*, *Switch*, and *Made to Stick*  
"Have you ever gotten teary-eyed over a business book? Better yet, over your own business? Prepare yourself for *The Passion Conversation*, where the folks at Brains on Fire tell how their business connected them with people in very moving and powerful ways, redefining words like marketing, sales, and success. Read this book to move your perspective from business to people, and experience the incredible effect it will have on your life and work."  
—Jon Mueller, General Manager, 800-CEO-READ  
"Love is the missing ingredient in developing loyalty with customers. In *The Passion Conversation*, the smart folks at Brains on Fire expertly explain how to develop deeper connections with customers who in turn sing your praises to everyone they know."  
—Jackie Huba, author of *Monster Loyalty: How Lady Gaga Turns Followers into Fanatics*  
"I've had my eye on Brains on Fire for a while. Their humanity makes them quite distinctive, and *The Passion Conversation* captures that unique voice."  
—Peter Sims, author of *Little Bets* and founder of The BLK SHP Enterprises  
About the Author  
ROBBIN PHILLIPS, GREG CORDELL, GENO CHURCH, and JOHN MOORE work together at the word of mouth marketing and identity company Brains on Fire. Along with others in the Brains on Fire tribe, they partner with some of the most fearless businesses and organizations on the planet to ignite movements through the contagious

power of passionate people. Robbin is the courageous President of Brains on Fire and truly believes love is a circular transaction. Greg is the Chief Inspiration Officer, which means his job is to find inspiration where no one else is looking. Geno is the Word of Mouth Pathfinder, helping to find and nurture the passion conversation inside every business. John is the Chief of Wahoo, helping clients grow and fostering learners and leaders within the Brains on Fire tribe.