



The Conversation Manager: The Power of the Modern Consumer, the End of the Traditional Advertiser

Steven Van Belleghem

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The increasing popularity and importance of social media in the recent year has created a growing gap between modern, internet savvy consumers and traditional advertising. With old tried and tested marketing techniques no longer being effective, marketers who do not want to fall behind need to become conversation managers and engage with the new breed of consumers, often using digital platforms. To do this, learning to listen and communicate with your consumers is critical.

Based on four years of primary research, The Conversation Manager explains the evolution of the modern consumer and clearly demonstrates why traditional advertising no longer works. Illustrated with an extensive number of examples of advertising campaigns, this book is full of practical tools to help you transform your company strategy and kick-start conversations with your customers.

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