creating unforgettable events. You’ll find out when it pays to work with the big-gun guerilla-marketing firms and how to launch your own low-cost campaign. Discover how to... Reaching customers wherever they are: Develop a cohesive guerilla-marketing campaign Capitalize on the hottest trends Cut through the constant marketing clutter Make products and brands stand out Use buzz, viral, grassroots, and experiential marketing Write a great press release Create opportunities for partnership and tie-ins Find budget-friendly ways to go guerilla Build a powerful online presence Work with existing contacts, publicists, and the press... You can enter the guerilla jungle and emerge with the lion’s share of the sales! Let Guerilla Marketing For Dummies show you how.

Marketing del turismo cultural
Josep Lluís Zaragozà 2016-09-01 Es la victoria del visitante. Tras años de lucha de autoaprendizaje, de adaptación a las nuevas tecnologías y de convivir en dos entornos paralelos de forma simultánea, el físico y el digital, el turista ha logrado obtener su mejor premio. Ha dejado de ser un visitante más para convertirse en una con nombres y apellidos. La explosión digital ha derivado hacia la democratización del conocimiento. La mayor de sus consecuencias es que ahora ya no basta con facilitar información. Los turistas de hoy están socialmente hiperconectados. Ya no solo consumen sino que participan en la creación de su propia experiencia. Al compartir sus vivencias en las comunidades virtuales están mejor informados, lo que les lleva a ser más exigentes. Es una nueva era para los bienes patrimoniales. Su valor excepcional los ha transformado en productos turísticos exclusivos. Aunque el turismo es su mayor fuente de ingresos, esta actividad comercial conduce en muchos casos a una explotación sin medidas de control. El debate está abierto: ¿cómo garantizar la sostenibilidad de los recursos patrimoniales y al mismo tiempo satisfacer las necesidades de los visitantes? En este libro se busca resolver la paradoja de este binomio inseparable en un contexto tecnológicamente revolucionario. Las organizaciones encargadas de la gestión de los productos turísticos patrimoniales se han presentado como las primeras en ponerse al servicio de los visitantes. Este manual da respuesta a los gestores y empleados de organizaciones patrimoniales que se planteen las siguientes interrogantes: ¿cómo pueden estos recursos satisfacer las necesidades de las visitantes? ¿Cómo se puede diseñar un producto turístico que presente el disfrute de experiencias personalizadas? ¿cómo se crea un diálogo con los visitantes que genere engagement? ¿cómo se recaudan fondos para el patrimonio cultural en el siglo XXI? ¿cómo puede un Plan de Marketing favorecer al desarrollo sostenible? Índice El consumo turístico del patrimonio cultural. Características del marketing turístico de productos patrimoniales. Plan de marketing para productos patrimoniales. El producto turístico patrimonial. El precio y los ingresos del producto patrimonial. La asociación en la sociedad patrimoniales. El proceso de estandarización de los productos patrimoniales. La programación como valor añadido. La presentación de lo exclusivo. Presupuesto, implementación y control. El marketing del turismo cultural.

Stephen Brown 2008 Sometimes you have to kill to make a killing. Forget organizational parables, forget corporate satires and business fiction. At last a management thriller has arrived. A critically acclaimed high-suspense novel that reveals the secrets of 21st century marketing. I read [i]The Marketing Code[/i] from beginning to end in one sitting. I had to know how it turned out. It shows great imagination, clever plotting, and a Rabelaisian scale of outrage and wit... Professor Philip Kotler, marketing guru. Other titles by Stephen Brown. [i]The Customer Key Agents and Dealers Fail Better[/i] Can Music Make You Sick? Sally Anne Gross 2020-09-29 "Musicians often pay a high price for sharing their art with us. Underneath the glow of success can often lie loneliness and exhaustion, not to mention the basic struggles of paying the rent or buying food. Sally Anne Gross and George Musgrave raise important questions - and we need to listen to what the musicians have to tell us about their working conditions and their mental health." Emma Warren (Music journalist and Author). "Singing is crying for grown-ups. To create great songs or play them with meaning music’s creators reach far into emotion and fragility seeking the communion we demand of it. However, music’s toll on musicians can leave deep scars. In this important book, Sally Anne Gross and George Musgrave investigate the relationship between the wellbeing music brings to society and the wellbeing of those who create. It’s a much needed reality check, deglamourising the romantic image of the tortured artist." Crispin Hunt (Multi-Platinum Songwriter/Record Producer, Chair of the Ivors Academy). It is often assumed that creative people are prone to psychological instability, and that this brings to society and the wellbeing of those who create. It’s a much needed reality check, deglamourising the romantic image of the tortured artist. Sally Anne Gross and George Musgrave turn this view on its head. By listening to how musicians understand and experience their working lives, this book proposes that whilst making music is therapeutic, making a career from music can be traumatic. The authors show how careers based on an all-consuming passion have become more insecure and devalued. Artistic merit and intimate, often painful, self-disclosures are the subject of unremitting scrutiny and data metrics. Personal relationships and social support networks are increasingly bound up with calculative transactions. Drawing on original empirical research and a wide-ranging survey of scholarship from across the social sciences, their findings will be provocative for future research on mental health, wellbeing and working conditions in the music industries and across the creative economy. Going beyond self-help strategies, they challenge the industry to make transformative structural change. Until then, the book provides an invaluable guide for anyone currently making their career in music, as well as those tasked with training and educating the next generation.