



Cashing In With Content: How Innovative Marketers Use Digital Information to Turn Browsers into Buyers

David Meerman Scott

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In failing to provide visitors with great information content, most of today's Web sites are missing a golden opportunity to create loyal customers-and leaving a fortune in new and repeat business on the table. According to Web marketing expert David Meerman Scott, too many marketers focus on style over substance. While a site may win awards for graphic design, Scott demonstrates that the key to Web marketing success is compelling content, delivered in new and surprising ways. In *Cashing in with Content*, he interviews 20 of today's most innovative Web marketers, sharing their secrets for using content to turn browsers into buyers, to encourage repeat business, and to unleash the amazing power of viral marketing. The book features a diverse range of content-savvy organizations from the worlds of e-commerce, business to- business, and government/not-for-profit, including the Wall Street Journal Online, CARE USA, Kenyon College, Alcoa, Tourism Toronto, Weyerhaeuser, Booz Allen Hamilton, and United Parcel Service.

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