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*MainTakeAway: Meatball Sundae by Seth Godin
Seth Godin's Meatball Sundae Happy Hour on
the Marketing Book Meatball Sundae (6-23)*

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Seth Godin Meatball Sundae book review

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Review Meatball Sundae Is Your Marketing

"Meatballs" are average products made for

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average people. "Sundaes" are the new online marketing tools we see evolving and morphing by the day. You can't market meatballs with sundaes because New Marketing is all about quality and niches. The meatball model doesn't mix with the medium of the Web.

Meatball Sundae: Is Your Marketing Out of Sync?: Amazon.co ...

When Anheuser-Busch spends \$40 million on an online network called BudTV, that's a meatball sundae. It leads to no new Bud drinkers, just a bad case of indigestion. Meatball Sundae is the definitive guide to the fourteen trends no marketer can afford to ignore. It explains what to do about the increasing power of stories, not facts; about shorter and shorter attention spans; and about the new math that says five thousand people who want to hear your message are more valuable than five ...

Meatball Sundae: Is Your Marketing Out of Sync?: Amazon.co ...

This savvy marketer satiates your curiosity quickly, explaining that simply adding "New Marketing" techniques, such as podcasting or uploading viral videos, to your existing strategies works just about as well as adding meatballs to a sundae. The "meatball" in this case is a generic product sold through traditional mass-marketing tactics.

Meatball Sundae: Is Your Marketing Out of

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Sync? by Seth Godin

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Meatball Sundae: Is Your Marketing out of Sync? by Seth ...

pt. 1. Thinking about the meatball sundae --
pt. 2. The fourteen trends. Trend 1 : Direct communication and commerce between producers and consumers -- Trend 2 : Amplification of the voice of the consumer and independent authorities -- Trend 3 : Need for an authentic story as the number of sources increases -- Trend 4 : Extremely short attention spans due to clutter -- Trend 5 : The long tail ...

Meatball sundae : is your marketing out of sync? : Godin ...

A meatball sundae sounds entirely unappetising, even though in and of themselves meatballs might taste nice and ice cream sundaes taste good. In his book, the author explains that the same thing is happening in marketing today. Think of traditional marketing vehicles as being like meatballs.

Meatball Sundae: Is Your Marketing Out of Sync?

Seth Godin portrays the orthodox business

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practice trying to embrace the New Marketing as "Meatball Sundae". Meatball is straightforward and ubiquitous. The New Marketing is whipped cream and a cherry Part 1 speaks out the difference between the old marketing (mass media, TV, command-and-control) and The New Marketing (fashion, stories, permission and promises) The highlight of the book is in Part 2, The Fourteen Trends

Meatball Sundae: Is Your Marketing out of Sync?: Godin ...

"Meatballs" are average products made for average people. "Sundaes" are the new online marketing tools we see evolving and morphing by the day. You can't market meatballs with sundaes because New Marketing is all about quality and niches. The meatball model doesn't mix with the medium of the Web.

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Meatball Sundae - Is Your Marketing Out Of Sync? An analysis of current marketing practices argues that established brands are losing growth potential by using strategies

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