



# El marketing del permiso (Spanish Edition)

*Seth Godin*

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## **El marketing del permiso (Spanish Edition)** Seth Godin

Este es el libro que hizo famoso a Seth Godin y en el que se marca el cambio del paradigma del marketing, que debe pasar a ser del marketing de interrupcion, al marketing del permiso que es el que impera en Internet. Este libro, que se publico por primera vez en 1999, se ha vuelto cada vez mas vigente y necesario para cualquiera que se dedique a temas de marketing y comunicacion. / Whether it is the TV commercial that breaks into our favorite program, or the telemarketing phone call that disrupts a family dinner, traditional advertising is based on the hope of snatching our attention away from whatever we are doing. Seth Godin calls this Interruption Marketing, and, as companies are discovering, it no longer works. Instead of annoying potential customers by interrupting their most coveted commodity -time- Permission Marketing offers consumers incentives to accept advertising voluntarily. Now this Internet pioneer introduces a fundamentally different way of thinking about advertising products and services. By reaching out only to those individuals who have signaled an interest in learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers, create trust, build brand awareness, and greatly improve the chances of making a sale.



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