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# EYEBALL WARS

DAVID WEEDMAN & SCOTT

# Eyeball Wars A Novel Of Dotcom Intrigue

**David Meerman Scott, Brian Halligan**



## **Eyeball Wars A Novel Of Dotcom Intrigue:**

Marketing Lessons from the Grateful Dead David Meerman Scott, Brian Halligan, 2010-08-05 The Grateful Dead rock legends marketing pioneers The Grateful Dead broke almost every rule in the music industry book They encouraged their fans to record shows and trade tapes they built a mailing list and sold concert tickets directly to fans and they built their business model on live concerts not album sales By cultivating a dedicated active community collaborating with their audience to co create the Deadhead lifestyle and giving away freemium content the Dead pioneered many social media and inbound marketing concepts successfully used by businesses across all industries today Written by marketing gurus and lifelong Deadheads David Meerman Scott and Brian Halligan Marketing Lessons from the Grateful Dead gives you key innovations from the Dead s approach you can apply to your business Find out how to make your fans equal partners in your journey lose control to win create passionate loyalty and experience the kind of marketing gains that will not fade away

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**Books** Rose Arny,2001     **Books In Print 2004-2005** Ed Bowker Staff,Staff Bowker, Ed,2004     Eyeball Wars David Meerman Scott,2000-10 Click on Richard Williams who has it all youth wealth A list party action and a gorgeous TV star girlfriend He s the third generation of world wide newspaper dynasty Williams Media Group publisher of big city tabloids But Richard s got a big problem to go with his big assets his jet set lifestyle doesn t fly with his media baron father Pierce Williams kicks Richard out of the family business with nothing but the shell of an Internet company to his name Jacket  
    **Broadcasting & Cable** ,2007

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