



Word of Mouth Mouse and Mobile: A Sequel of Five-Minute Marketing with More Quick-Read Insights to Leverage Your Story in an Accelerated World

Mary Charleson

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A powerful story leveraged through word of mouth, mouse, and mobile is the secret to connecting with customers in our time-starved and media-fragmented society. Whether you're just starting out or a seasoned veteran, these easy-to-read-and-apply five-minute articles will enhance your efforts. As a sequel to Mary's first book, *Five-Minute Marketing*, this book includes the best of her published columns, entries from her popular blog www.fiveminutemarketing.com, and other previously unpublished work. Dip in or read it cover to cover and ramp up your marketing quickly. You will learn how to generate WOM, publicity, and media interest in your business; track trends and take advantage of marketing opportunity; use social media to your advantage; brand your business, your ideas, or your products; model winning approaches to advertising from industry leaders; leverage your story; and much, much more! Mary Charleson's 5-Minute Marketing columns consistently provide entrepreneurs with valuable advice about marketing their products, their companies and themselves. This book includes the best of her recent columns along with insights from her blog and previously unpublished work" -Timothy Renshaw, Editor, Business in Vancouver "Today positive WOM may be the single greatest influencer of a brand's future success. If you want to know how to succeed Mary's book is a great place to start" -Lance Saunders, Executive VP, Managing Director, DDB Canada "Engaging, entertaining, and a born teacher, Mary makes learning fun. From the classroom to the boardroom, she offers up great marketing insights. This book is simply an extension of her style to the written page" -Charlene Hill, Department Chair, School of Business, Capilano University"

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