

EPUB/CBZ/PDF Reader

With everything going digital, there is no reason not to have digital books. The Epub provides the ability to read EPUB, CBZ, and PDF files.

Some of the major features include: table of contents, bookmarks, seamless reading. Although these are major features of readers, this is a nice feature to have out of the box. One of the great features is the ability to pick up where you left off no matter your device. (This third party application also supports a dark mode for reading.)

Check out the project [here](#) for more information.

The screenshot displays the EPUB/CBZ/PDF Reader application interface. On the left, a dark sidebar contains a table of contents with the following items: Foreword By Don Peppers, Introduction, ONE The Marketing Crisis That Money Won't Solve, TWO Permission Marketing-The Way To Make Advertising Work Again, THREE The Evolution Of Mass Advertising, FOUR Getting Started-Focus On Share Of Customer, Not Market Share, FIVE How Frequency Builds Trust And Permission Facilitates Frequency, SIX The Five Levels Of Permission, SEVEN Working With Permission As A Commodity, EIGHT Everything You Know About Marketing On The Web Is Wrong!, NINE Permission Marketing In The Context Of The Web, and TEN Case Studies. The main content area on the right shows the beginning of the 'Introduction' chapter. The text discusses the challenges of advertising in a digital world, mentioning the difficulty of measuring advertising effectiveness and the impact of the Internet on traditional marketing. The page number '14-15 / 172' is visible at the top of the content area.

Foreword By Don Peppers

Introduction

ONE The Marketing Crisis That Money Won't Solve

TWO Permission Marketing-The Way To Make Advertising Work Again

THREE The Evolution Of Mass Advertising

FOUR Getting Started-Focus On Share Of Customer, Not Market Share

FIVE How Frequency Builds Trust And Permission Facilitates Frequency

SIX The Five Levels Of Permission

SEVEN Working With Permission As A Commodity

EIGHT Everything You Know About Marketing On The Web Is Wrong!

NINE Permission Marketing In The Context Of The Web

TEN Case Studies

14-15 / 172

In this book I'd like to challenge your preconceived notions about what marketing and advertising is and should be and put it back together in a way that works in our new networked world. The concepts are pretty simple, but they are by no means obvious.

My colleagues at Yoyodyne (the leading direct marketing company on the Internet) have been unrelenting in their mission to bring this message to major brands around the country. We've spoken at hundreds of conferences and gone on thousands of sales calls. We've been insulted by placeholder marketers who had salaries greater than their budgets and who enjoyed pulling the wings off flies like us. We've survived Java and Shockwave and MSN and multibillion-dollar investments designed to turn the Web into TV.

Technology is changing the world's approach to advertising. The Direct Marketing Association no longer ignores the Web—in fact, they devote whole conferences to it. E-mail has become a way of life, too. According to the American Management Association, more than half of all business executives rely on e-mail. A Catholic bishop based in New York was even quoted as saying, "If Jesus were walking the earth today, I'm convinced He would have an e-mail address."

If you believe that the Internet changes everything, you will readily appreciate this book. The feudal lords who counted on conquest of the New World five hundred years ago were blown away when they discovered that the old rules didn't work anymore—the product of their heavily financed expeditions turned out to be their own destruction. The New World eclipsed the Old World. Like a huge echo in a canyon, the sound waves the Old World sent out returned to eliminate their role in the world. Without the money the royalty of Europe spent to develop the United States, our country would never have developed into the world power that now eclipses them.

The Internet is going to change marketing before it changes almost anything else, and old marketing will die in its path. The marketers who funded the explosive growth of the Internet are going to be the first to be destroyed. Their experiments and hype and sizzle will open the eyes of consumers, but then these same consumers will realize that they don't need the old rules anymore.

If you don't believe that the Internet will change everything, you still need this book. You might be right, after all, but that won't change the fact that the overwhelming clutter in the marketplace has made traditional advertising almost worthless for most marketers. You need something that works, and as the examples in this book will demonstrate, Permission Marketing works for companies big and small. It works online and offline, for consumers and for the business-to-business market.

Revision #3

Created 3 May 2021 01:36:43 by jmoore53

Updated 15 June 2021 03:58:09 by jmoore53