

# 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 shows a digital book reader interface. On the left is a dark sidebar with a table of contents. The main area on the right shows the beginning of a chapter, with the first paragraph partially visible. The top of the interface has a navigation bar with icons for back, forward, search, and settings, along with a page indicator '14-15 / 172'.

Table of Contents
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

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a loyal audience, a brand name, or a scalable way of its.

ted at Spinnaker was proven true. Advertising wasn't wasn't easily measured or tested. It wasn't predictable.

ars I've been a student of how companies deal with tioner of how they might do it with more success. I've nt as Excite ran million-dollar campaigns on *Seinfeld*— t before its time—and I've watched with despair as truly appeared because of a complete lack of promotion.

Prodigy (a company that will be remembered as being ) hired my colleagues and me to build a promotion for ervice. Prodigy had two significant problems. The first indreds of dollars to get a new member, yet the average ly a few months before quitting the service. The second arging a flat fee, but many customers were using the odigy was actually losing money on their very best users. we threw Guts®. Guts was one of the very first online l the World Wide Web by more than four years), and later, it's still one of the largest online promotions ever o run online.)

people ended up participating in this promotion. If you f as likely to quit Prodigy as other members who didn't. ou could tell when the new weekly version of the d on Wednesdays, because usage of the entire Prodigy measurably.

rel stumbling onto an acorn, we had accidentally big insights. These successes led to promotions for AOL, ), Microsoft, and CompuServe. Along the way, I was fast-moving advertising test laboratory.

built for each online service did exactly what they were creased usage, and they cut churn.

go, after forming a company to build the technology and, hniques necessary to do these extraordinarily successful that my journey was a metaphor for what millions of f companies were doing, or were about to do. I'd gone f money in traditional advertising to building something stly more efficient, and measurably more effective. We'd ssion Marketing.

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.

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