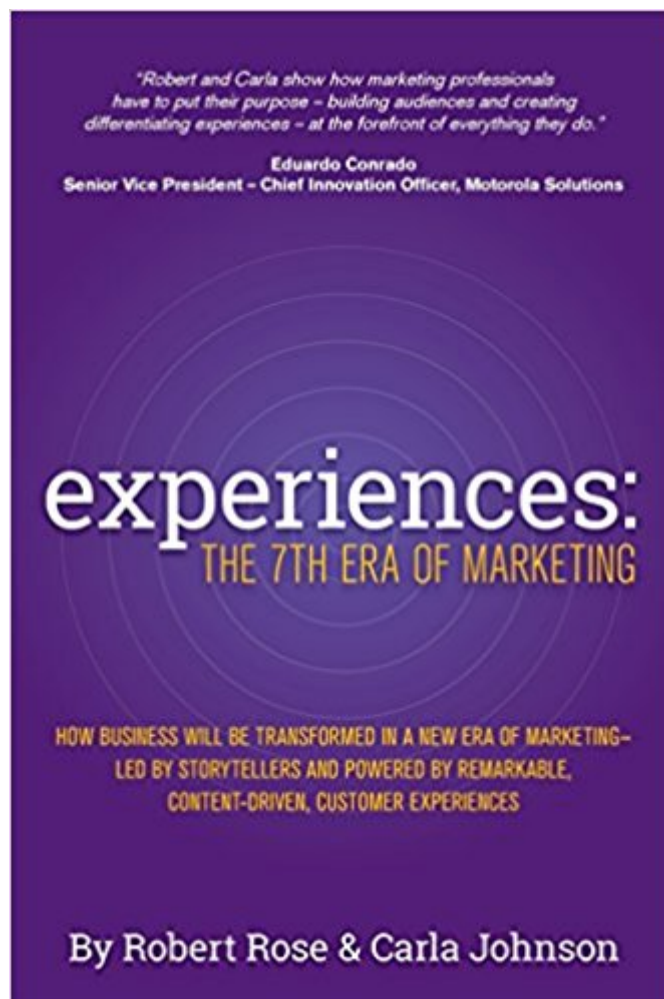


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# Experiences: The 7th Era Of Marketing



## Synopsis

There is a new era of marketing upon us. The time of reach, frequency, and campaign-oriented approaches is over. And if businesses don't evolve into this new era, they may find themselves on the wrong side of history. World-renowned marketing experts Robert Rose and Carla Johnson have teamed up and synthesized 5 years of research with global brands into a set of "better practices" that weave together both the "why" and the "how" of navigating this new landscape. By placing strategy before structure, Robert and Carla illustrate WHY the idea of Content Creation Management will be a core discipline within tomorrow's marketing strategy and HOW content-driven experiences can be created, managed, scaled, promoted, and measured in today's business. If the goal for businesses is to become more like media companies, this book is the roadmap to get there.

## Book Information

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## Customer Reviews

In a lifetime we are given a few rare chances to see the future and adjust to it years ahead of our peers. Carla and Robert offer this rare glimpse of the future relationship between brands and their ardent representatives. I believe this book is as significant to the world as the Nestle Toll House's cookie recipe is to the kitchen.

I ordered the book when it was first released, earlier this year. But I didn't get past the first chapter. It was too radically different for me. It just didn't fit my current paradigm, even though I'm fully

immersed in content marketing. But as I've evolved my own thinking about the meaning of marketing and value, and how marketing is about creating meaningful and valuable experiences for consumers, I decided to try to read the book again. And I've got to say, I think *Experiences: The 7th Era of Marketing*, is the most important book of the decade. It represents the radical mind-shift not only marketers, but CEOs and business strategists need to make. In fact, my take on the topic is that content is not just a marketing activity - content is essentially your other product! Experience marketing - and especially content as an experience - is the way companies need to evolve if they want to stay relevant in today's world, and this book provides the whys and the how tos for companies wanting to make the transition. Thanks Robert and Carla for this wonderful book!

Ã Â I finished reading Carla Johnson and Robert Rose's *Experiences: The 7th Era of Marketing* and immediately started to consider what it meant to the future of all marketing. While much of this book focuses on leveraging the transition from the Relationship Era to the Experiences Era by leveraging content I think this book signals a much bigger moment in the world of marketing. Carla and Robert have done a great job of breaking down the process of content creation management to fit this new era. If you're a CMO, a brand strategist, and agency executive of a college student studying marketing this book is for you. *Experiences: The 7th Era of Marketing* is the start of something big. It's one of those books that you know is ahead of its time. By the way, I do know Robert Rose and Carla Johnson and they've graciously included me in their acknowledgements.

Unlike the first two reviewers, I don't know the authors. I just stumbled upon this book while looking for a "what's new in Marketing" read to keep my professional knowledge up to date. After reading this book, I want to be their best friend! *Experiences* takes a quick look at where Marketing has been, but the authors spend the majority of the book looking toward the future. The future looks exciting, and I'm completely on board. It's time to move beyond products and into a space where we are delivering value to the customers. This book spells out the why, how and what in an easy, logical way. The authors also provide real world and hypothetical examples to demonstrate how it all comes together. It just makes sense! I believe this book should become a staple of every company's library. As a Marketing professional, it will be one of mine for many years to come.

Great insight to this new frontier. It moves our thinking in a way that is similar to the gold rush of 1849. Everyone was looking for gold, while many were trying to sell picks and pans. The sellers of picks and pans were the only ones making money. You have what you need and don't need

anything new. You just have to tell your own story.

Anyone interested in content marketing has to read this book. The big idea at the middle of it is that the way people buy has changed, and especially in the last few years... And as a result, the way we market to people also has to change. The authors' ability to switch between their big-picture analysis of marketing now and the nitty gritty of how you can implement their ideas in day-to-day business is what sets this book apart from many in the category.

If your goal is continually engaging your audience, then this book is for you. Today's marketers need to develop content-driven experiences for long-term success. This book shows you how creating quality content, storytelling and providing exceptional customer experiences will be necessary to be successful in the Experiences Era- the 7th era of marketing. Carla and Robert do a great job presenting how businesses can create value with these tactics, providing relevant business examples, and sharing how implementing experienced based marketing techniques can lead to deeper relationships with your target audience.

Two of the best minds in marketing today, Robert and Carla clearly layout the future of marketing. It will most definitely revolve around creating unique experiences. Smart companies will get it and thrive. The others will fade away. A must read.

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