



Global Content Marketing: How to Create Great Content, Reach More Customers, and Build a Worldwide Marketing Strategy That Works

By Pam Didner

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Global Content Marketing: How to Create Great Content, Reach More Customers, and Build a Worldwide Marketing Strategy That Works, Pam Didner, Engage Customers Around the World with Cross-Regional Content Marketing Technology has virtually erased national borders, forever transforming the way we reach and engage customers, as well as the way we search for and consumecontent. Global Content Marketing takes you step-by-step through the process of creating and refining your strategies to meet this new reality. LEARN HOW TO: Create content that engages people--regardless of their country and culture Identify key actions and strategies to apply to your projects Connect "dots" that others don't see and connect them in ways you never thought of before "Content marketing across geographies is a diff erent animal. In this smart, practical, and authoritative book, Pam Didner has tamed this animal for all of us." -- DOUG KESSLER, Creative Director, Velocity "A valuable guide to developing and distributing your global content effectively." -- NANCY BHAGAT, former VP, Global Marketing Strategy, Intel, and current Divisional CMO, TE Connectivity "This book is the blueprint for engineering a modern scalable content marketing operation." -- PAWAN DESHPANDE, CEO, Curata...



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