

World Wide Rave

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Synopsis

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What do Blendtec, The Wizarding World of Harry Potter and Barack Obama have in common? They all created huge amounts of buzz and generated millions of dollars in sales and campaign contributions by using the principles found in this enlightening audio book. <p> A World Wide Rave is when people around the world are talking about you, your company, and your products Whether you're located in San Francisco, Dubai, or Reykjavik, it's when global communities eagerly link to your stuff on the Web. It's when online buzz drives buyers to your virtual doorstep. And it's when tons of fans visit your Website and your blog because they genuinely want to be there. </p> <p>Millions of people try to create something on the Web that will catch on and become a hit on YouTube, blogs, Facebook, and other online media. But you can't generate buzz without something to buzz about. Now bestselling author, David Meerman Scott explains how to produce engaging online content that people will WANT to share, triggering a "world wide rave" for your product or service.</p>

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