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Sticky Marketing: Why Everything in Marketing Has Changed ... Sticky Marketing provides a new set of rules for effective communications in a world transformed by new technology. It introduces a new model of customer engagement and asks "not what your marketing can do for you, but what your marketing can do for your customer."

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Sticky Marketing describes how companies need to move away from the old marketing system of shouting messages at people, to a new model of customer engagement, where they will attract customers by providing value and becoming 'sticky'.

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