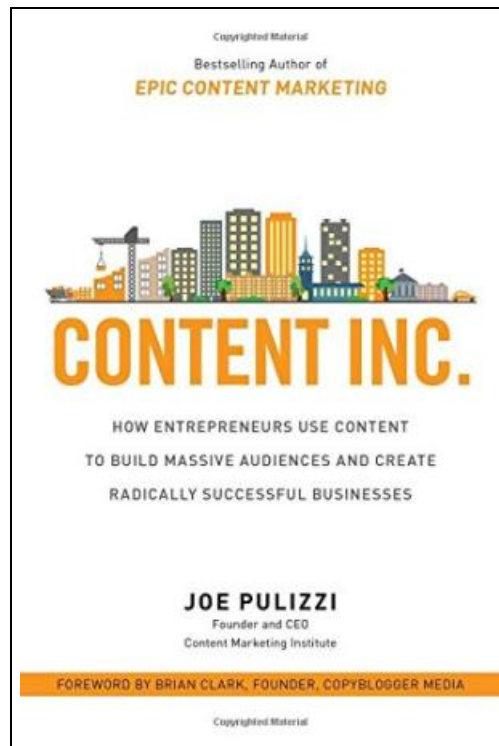


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McGraw-Hill Education - Europe, United States, 2015. Hardback. Book Condition: New. 231 x 147 mm. Language: English . Brand New Book. The NEW Rulebook for Entrepreneurial Success What s the surest way to startup failure? Follow old, outdated rules. In Content Inc., one of today s most sought-after content-marketing strategists reveals a new model for entrepreneurial success. Simply put, it s about developing valuable content, building an audience around that content, and then creating a product for that audience. Notice a shift? Author Joe Pulizzi flips the traditional entrepreneurial approach of first creating a product and then trying to find customers. It s a brilliant reverse-engineering of a model that rarely succeeds. The radical six-step business-building process revealed in this book is smart, simple, practical, and cost-effective. And best of all, it works. It s a strategy Pulizzi used to build his own successful company, Content Marketing Institute, which has landed on Inc. magazine s list of fastest growing private companies for three years straight. It s also a strategy countless other entrepreneurs use to build their own multi-million dollar companies. Build an audience and you ll be able to sell pretty much anything you want. Today s markets are more dynamic and customers are more fickle than ever before. Why would you put all your eggs in one basket before securing a loyal customer base? Content Inc. shows you how to get customers first and develop products later. It s the best way to build a solid, long-lasting business positioned for today s content-driven world. This is the simple but profoundly successful entrepreneurial approach of one of today s most creative business minds. A pioneer of content marketing, Pulizzi has cracked to code when it comes to the power of content in a world where marketers still hold fast...

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