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OMB No. 4716530208467 edited by

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Seth is an entrepreneur, best-selling author, and speaker. In addition to launching one of the most popular blogs in the world, he has written 19 best-selling books, including The Dip, Linchpin, Purple Cow, Tribes, and What To Do When It's Your Turn (And It's Always Your Turn). His most recent book, This is Marketing, was an instant bestseller in countries around the world.

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Permission marketing is a concept introduced in a book of the same name in 1999 by marketing expert Seth Godin. Permission marketing is a non-traditional marketing technique that advertises goods and services when advance consent is given. 1 History 2 Benefits

"Permission Marketing: Turning Strangers into Friends and Friends into Customers" is a great book for businessmen. Seth Godin is the author of this book. Godin calls traditional marketing advertising 'clutter', an attempt to grab attention. He rightly says this expensive method seldom works.

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Seth Godin's Blog on marketing, tribes and respect. Permission marketing is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them.

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SETH GODIN'S PERMISSION MARKETING MEANING AND EXAMPLES ...

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