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In Stickier Marketing: How to Win Customers in a Digital Age, Grant Leboff tries to outline how companies can create a competitive advantage in a world where consumers have been empowered by digital technology. After setting the scene by describing the digital world of today, Leboff explains what he believes to be an effective marketing strategy.

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Stickier Marketing offers a set of rules for effective communications in the digital age by asking “not

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This new edition of Sticky Marketing, Stickier Marketing, remains a complete guide to producing effective marketing communications in a world of consumers empowered by new digital technology who do not want to be shouted at but engaged with. It shows readers how providing return on engagement, rather than return on investment, and a

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customer engagement point, rather than a unique selling point, is what will make the difference in today's cluttered marketing place.

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Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff. By The Marketing Academy ; February 11, 2014 ; 12:36 pm ;

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Move away from the old marketing system of shouting messages at people to a new

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