



# Experiences: The 7th Era of Marketing

*Robert Rose, Carla Johnson*

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## **Experiences: The 7th Era of Marketing** Robert Rose, Carla Johnson

There is a new era of marketing upon us. The time of reach, frequency, and campaign-oriented approaches is over. And if businesses don't evolve into this new era, they may find themselves on the wrong side of history. World-renowned marketing experts Robert Rose and Carla Johnson have teamed up and synthesized 5 years of research with global brands into a set of "better practices" that weave together both the "why" and the "how" of navigating this new landscape. By placing strategy before structure, Robert and Carla illustrate WHY the idea of Content Creation Management will be a core discipline within tomorrow's marketing strategy and HOW content-driven experiences can be created, managed, scaled, promoted, and measured in today's business. If the goal for businesses is to become more like media companies, this book is the roadmap to get there.

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