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[Permission Marketing: Turning Strangers Into Friends And ...](#)

Permission marketing works best on the Internet, he writes, because the medium eliminates costs such as envelopes, printing, and stamps. Instead of advertising with a plain banner ad on the Internet, you should focus on discovering the customer's problem and getting permission to follow up with e-mail, he writes.

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Read "Permission Marketing Turning Strangers Into Friends And Friends Into Customers" by Seth Godin available from Rakuten Kobo. Sign up today and get \$5 off your first purchase. The man Business Week calls "the ultimate entrepreneur for the Information Age" explains "Permission Mark.

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Seth Godin is Vice-President of Direct Marketing for Yahoo! He founded Yoyodyne, the first company to create promotions and direct-mail campaigns on-line, and helped build the company into the on-line Permission Marketing pioneer before selling it to Yahoo! in 1998.

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The man Business Week calls "the ultimate entrepreneur for the Information Age" explains "Permission Marketing" -- the groundbreaking concept that enables marketers to shape their message so that consumers will willingly accept it.

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Permission marketing refers to a form advertising where the intended audience is given the choice of receiving promotional messages in advance. The concept of permission marketing has been

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The man Business Week calls "the ultimate entrepreneur for the Information Age" explains "Permission Marketing" -- the groundbreaking concept that enables marketers to shape their message so that consumers will willingly accept it. Whether it is the TV commercial that breaks into our f

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Note that Permission marketing doesn't mean spamming people with unwanted sales messages. The whole point is that you have their permission to stay in touch. How you get that permission and how you make the maximum use of Permission Marketing for the benefit of your business and its customers, is the subject of this book.

[Permission Marketing | Seth's Blog](#)

Permission Marketing Permission marketing is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them. It recognizes the new power of the best consumers to ignore marketing.

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Permission Marketing is the marketing book to rule all marketing books, the one book that you should be sure to read before all others and which you should re-read every year if you hope to ever sell a product. Godin revolutionised the way we think about marketing no longer is it about getting your message out in front of people in any way possible. Now, you need to seek the permission of