



Evangelist Marketing: What Apple, Amazon, and Netflix Understand About Their Customers (That Your Company Probably Doesn't)

Alex L. Goldfayn

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In *Evangelist Marketing*, Alex Goldfayn argues that technology companies succeed in spite of their marketing, not because of it. He says that if consumer tech makers ceased all marketing activity today, they would not see a significant decline in sales.

In this book, Alex presents why the current state of overly-technical, features-oriented tech marketing, branding, communications and public relations is costing the industry billions of dollars—easy money that's voluntarily being left on the table.

Then he lays out a step-by-step system for creating intensely loyal brand evangelists based on deep consumer insights and simple, emotional language.

Evangelist Marketing is written for consumer tech companies big and small—from PC manufacturers to Web-based services. It's also sure to improve the work of their marketing and public relations agencies.

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