

Results-driven strategies for lead-generation marketing success.

Lead generation is the backbone of your company's marketing efforts—the unseen force enabling you to bring in prospective customers and convert them into actual sales. Yet lead generation is one of the least understood aspects of marketing, with most marketing pros forced to learn it on the job as they go.

Is your company using just one lead-generation tactic at a time? Is your program adapting sufficiently to keep up with the latest methods? Are you sure that the techniques that have served your organization well in the past are the most effective actions for your present needs?

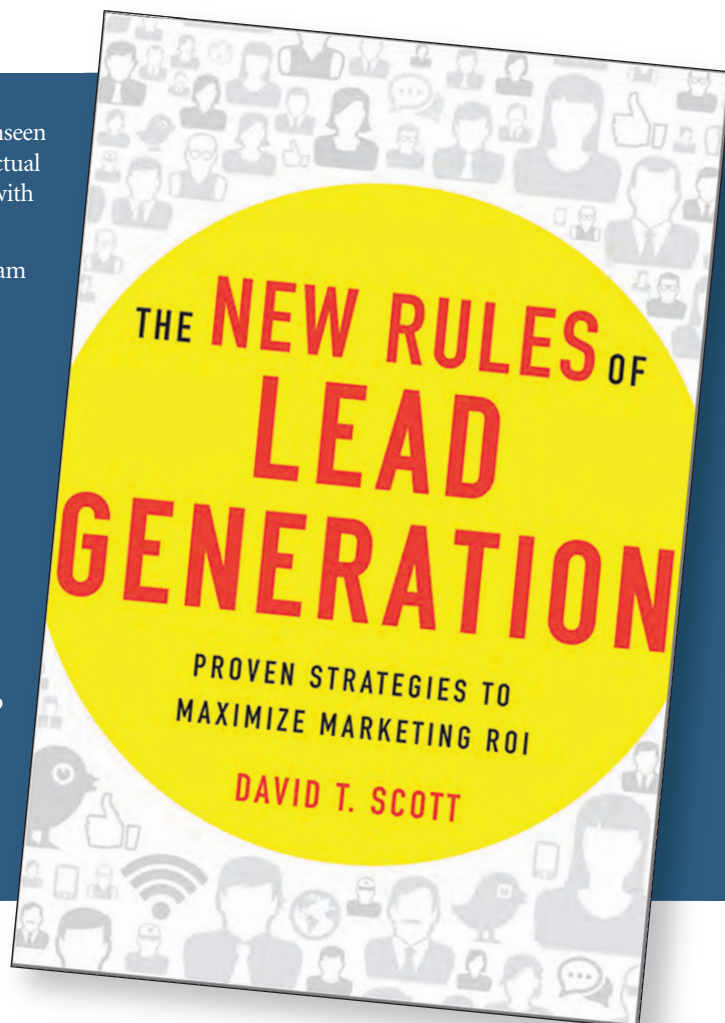
Advance Praise for *The New Rules of Lead Generation* . . .

“The average tenure of the CMO is now under two years. Why? Because they can't prove they're driving revenue and profits to the bottom line. David T. Scott's book teaches marketers how to survive and thrive by delivering real results. Well written and full of useful, practical advice. A must-read.”

—Clark Kokich, Chairman of Razorfish and author of *Do or Die: Surviving in a World Where the Old Ways of Marketing Aren't Getting It Done*

“*The New Rules of Lead Generation* is a must-read for any CMO who needs to generate leads for his or her company. Its straightforward style and comprehensive approach clarify even the most complex aspects of lead generation.”

—Pete Krainik, Founder and CEO, The CMO Club



About the Author:

DAVID T. SCOTT received his MBA in marketing from the Wharton School and has served as a top-tier marketing executive for Fortune 500 companies and billion-dollar enterprises. He is currently the CEO and Founder of Marketfish, a lead-generation marketing company with offices in Seattle and New York. He lives in New York City. You can learn more about this book at www.the-new-rules.com.

This essential handbook shows you how to:

- Define the types of leads your company is seeking, and what kind of action you want potential customers to take
- Set specific goals for your lead-generation campaign
- Apply a key five-step process to each of the seven most successful lead-generation tactics
- Understand and measure the overall costs of your lead-generation efforts
- Try out new approaches on a limited budget
- Test your lead-generation results to determine the success of your efforts

Packed with indispensable tools for analyzing your efforts, *The New Rules of Lead Generation* examines both tried-and-true and emerging digital lead-generation channels. And while the book considers the rapid evolution of lead-generation marketing, it also provides you with ideas and strategies that will always work, regardless of the latest gambits and shifting circumstances.

If you're like many marketing managers, your knowledge of lead-generation marketing may be limited to the techniques you regularly use. But whether your company is in the initial stages of developing a new lead-generation strategy or your present line of attack is falling short, this essential, “big picture” book will give you solid, state-of-the-art guidance for obtaining a higher, more consistent level of quality leads . . . and contributing to your company's continued growth.

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