**DESCRIPTION**

The old media strategies advertisers used for decades no longer work. Here’s what does!

Traditional advertising, in the form of print, radio, and most notably, television, is far less effective than it used to be. Advertising strategies using only these mediums no longer work. Life After the 30-Second Spot explains how savvy marketers and advertisers are responding with new marketing techniques to get their message out, get noticed, engage their audiences—and increase sales! Covering topics such as viral marketing, gaming, on-demand viewing, long-form content, interactive, and more, the book explains the new avenues marketers and advertisers must use to replace traditional print, TV, and radio advertising—and which strategies are most effective. This book is every marketer’s road map to "new marketing."

**ABOUT THE AUTHOR**

JOSEPH JAFFE is President and founder of jaffe, LLC (www.getthejuice.com), a new marketing consulting practice. Prior to consulting, he was Director of Interactive Media at TBWA/Chiat/Day and OMD USA. His past and current clients include Kmart, Absolut Vodka, Embassy Suites, Cunard, the AAAA, Reuters, MSN, and Google. He is currently a Senior Fellow at the Center for the Digital Future at the USC Annenberg School. Hailing from South Africa, Joseph lives with his wife and two children in Westport, Connecticut.
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