



## Launch: How to Quickly Propel Your Business Beyond the Competition

Michael A. Stelzner

E-Book	978-1-118-10278-7	May 2011	<b>\$16.99</b>
Hardcover	978-1-118-02723-3	June 2011	<b>\$24.95</b>
O-Book	978-1-119-20249-3	October 2015	<b>Available on Wiley Online Library</b>

### DESCRIPTION

If you've been let down by the undelivered promises of marketing, this book is for you. *Launch* reveals a new way to grow your business that involves focusing on the needs of others, giving gifts, working with outsiders, and restraining your marketing messages. These principles are precisely the opposite of traditional marketing. Yet they work. And they are the future. If you follow the formula outlined in this book, you can attract countless customers and prospects, resulting in amazing business growth.

This book will show you how to:

- Create highly sharable content that meets people's needs
- Identify and work with outside experts, many of whom will gladly promote your content
- Attract and retain raving fans that will help your business grow
- Creatively market and sell to people who will gladly purchase your products and services

*Launch* isn't like other marketing books. Rather than making keen observations about others who've achieved success, the ideas and principles in this book were developed, refined, and practiced by the author to great success. Pick up a copy for yourself and one for a friend.

---

## ABOUT THE AUTHOR

**MICHAEL A. STELZNER** is the founder of SocialMediaExaminer.com# a popular online magazine that helps businesses answer social media questions with useful how-to articles, in-depth case studies, expert interviews, and original research. He also authored the book *Writing White Papers: How to Capture Readers and Keep Them Engaged*, and is the man behind several large professional development conferences such as the Social Media Success Summit.

---

To purchase this product, please visit <https://www.wiley.com/en-us/9781118102787>