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From the ruins of advertising emerges a new type of marketing based on conversations

Research has found that most consumers want a dialogue with the brands and businesses they encounter, but only 10% of European marketers are actually joining in the conversation as equals.

Today's publication of *The Conversation Manager* by InSites Consulting Managing Partner Steven Van Belleghem shows marketers how and why they should be getting involved in the ongoing dialogue about their brands.

The Conversation Manager's publication in English follows its bestselling run in Steven's native Belgium, where over 7,000 copies have been sold in only a few months time. Part guide, part manifesto, the book offers a new approach to marketing that is likely to capture the attention of marketers everywhere.

As the public loses interest in traditional advertising, marketers must build a new type of relationship with their audience, says Steven. The rise of the empowered consumer is pushing marketers to learn the skills of listening to and talking with customers.

The story of this empowered consumer is in fact a story about word-of-mouth marketing. In today's digital social world, the word-of-mouth has become world-of-mouth. The same principles as 100 years ago are being used, but this time at a tremendous speed. *The Conversation Manager* has the ability to integrate word-of-mouth in all marketing thinking and acting of his brand. This with the belief that word-of-mouth is the key driver of business growth these days.

Steven's book is a guide to the role of Conversation Manager, providing the rationale, the practical tools and the inspiration a marketer will need to retrain and focus on dialogue instead of top-down broadcasting.

A Conversation Manager is likely to spend time interacting with consumers, facilitating and observing conversation, and sometimes reacting. Some time will be spent on new product development. But the job description is not always outward-facing: he or she can also guide conversation within the business.

In certain respects, Steven sees the role as replacing the Advertising Manager, and has enjoyed the lively debate his book has provoked. "Some people may not like what I'm saying" he says. "But that's often people who aren't in touch with the consumer."



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About The Conversation Manager

For more information about Steven Van Belleghem and The Conversation Manager, see www.theconversationmanager.com.

Interested in a review copy? Contact Anke Moerdyck (anke.moerdyck@insites.eu)

InSites Consulting

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