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The first enriched management book for iPad

InSites Consulting is proud to announce the first management book for the iPad: an enriched multimedia book of *The Conversation Manager*. The app provides marketers with pictures, videos, presentations and interesting web links to be even better equipped to enter into conversation with consumers.

The English edition of the marketing bestseller **The Conversation Manager** recently appeared as the very first enriched management book for the iPad. This app provides marketers with pictures, videos, presentations and interesting web links to be even better equipped to enter into conversation with consumers. The app also features exclusive videos in which author Steven Van Belleghem provides a brief summary of the chapters of the book.

“As my book covers the integration of online and offline marketing, I believed it was important to publish a digital version. This App goes even further than a traditional e-book. The enriched version uses the strengths of the iPad to give the book an extra dimension. By the direct connection to the Internet you can check the examples, movies, presentations, etc. instantly.” says Steven Van Belleghem (author of *The Conversation Manager* and Managing Partner of InSites Consulting).

[Take a look at a short movie on the book](#)

[Get a preview of the iPad app](#)



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The Conversation Manager

In recent years, the Internet has evolved from a static to a social platform. This evolution has an impact on the way consumers communicate and take purchasing decisions. Advertising in the traditional way no longer works. Fortunately, *The Conversation Manager* offers a solution to this challenge. Using clear examples, this groundbreaking book describes how an advertiser can be retrained as a Conversation Manager, someone who listens and talks to consumers. More information on www.theconversationmanager.com.

InSites Consulting

InSites Consulting is a fast-growing, global, online marketing research agency, delivering comprehensive solutions and advice to world leading brands in nearly all industries. Our mission is to challenge conventional marketing & research wisdom by putting conversations and storytelling at the heart of our thinking and acting. We stay ahead of the game via our ForwaR&D lab, co-creating state-of-the-art research solutions together with clients, suppliers, academics, consumers, and professional organizations. Over the last 2 years, we received no less than 10 awards from different internationally well-respected bodies such as AMA, ARF, ESOMAR, MRS, MOA, SPSS, AMMA, and eConsultancy. We do not believe in ‘one-size-fits-all’ solutions, emphasizing the need for customization and consulting in formulating answers to marketing challenges. Being fully independent, we stand for flexibility and long-term focus. We are headquartered in Belgium, having offices in the UK, France, the Netherlands, and Switzerland. More information on our site www.insites.eu and our blog <http://blog.insites.be>