



The North American Conference on  
**CUSTOMER  
MANAGEMENT**

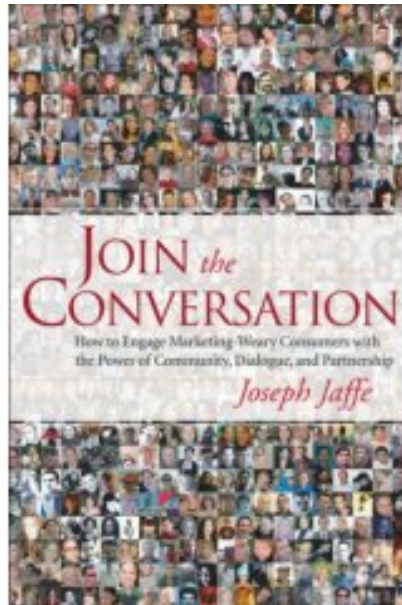
November 16 - 19 2008  
Disneyland Hotel, Anaheim, CA

*putting the customer at the heart of the business*

The North American Conference on Customer Management  
(NACCM) [www.ecsw.com/naccm](http://www.ecsw.com/naccm)  
April Book

**NEXT NACCM:** November 16-19, Disneyland Hotel, Anaheim, California. Use the link to find out more and to reserve your place:

<http://www.iirusa.com/naccm/18095.xml>



**Title:** Join The Conversation  
**Author:** Joseph Jaffe

**Phil Dourado writes:** The Cluetrain Manifesto ([www.cluetrain.com](http://www.cluetrain.com) if you have missed it for years ) set the, er, manifesto back in 1999 for how to shift from talking **AT** customers to conversing **WITH** them in real language instead of corporate-speak. In **Join The Conversation**, Jaffe argues that we still have a long way to go in marketing and other customer communication, to move away from monologue

to dialogue and to get involved in constant conversations.

He's right, of course. In this book he covers conversation through dialogue, through partnership, and through communities – If you are not yet conversing through the online communities, from YouTube to Facebook, you had better get moving and catch up. Jaffe explains the rise of the prosumer (consumers who are active participants in co-creating with the supplier) and asks whether marketing can ever be a conversation. Now, that's a good question. A recommended read.

**Phil Dourado**  
[www.PhilDourado.com](http://www.PhilDourado.com)

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