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Brains on Fire: Igniting Powerful, Sustainable, Word of ...

Title: Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements Format:

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Brains On Fire Igniting Powerful

Brains on Fire reveals how to ignite powerful, meaningful, sustainable word of mouth movements that are "win-win" for your customers and your business. Believing that the focus should be on people and not the shiny new tools and tactics du jour (like

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Blogs About the Author Robbin Phillips, Greg Cordell, and Geno Church work together at the word-of-mouth marketing and identity company Brains on Fire. Along with others on the Brains on Fire team, they evangelize around the globe about embracing and elevating the passions of your customers.

Brains on Fire : Igniting Powerful, Sustainable, Word of ...

He and two colleagues share what they have learned from years of successful marketing efforts in their new book: Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth

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Movements. The premise for their book is that even though people typically feel resistant to "marketing," they actually market causes and communities they care about all the time.

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Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements says, yes. Those two questions about love really get to the heart of Brains on Fire written by Robbin Phillips, Greg Cordell, and Geno Church of Brains on Fire , a word-of-mouth marketing and identity company.

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The Book: Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements by Robbin Phillips, Greg Cordell, Geno Church & Spike Jones, Wiley, Hardcover, August 2010.
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Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements Robbin Phillips , Greg Cordell , Geno Church , Spike Jones ISBN: 978-0-470-61418-1 August 2010 224 Pages

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"Brains on Fire has the ability to assemble a powerful?team that speaks as one unit. This engaging?book is all about how that team works, including love, hard work, shared

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passion, with a constant focus on the goal." Douglas J. Greenlaw, former head of sales and promotional marketing, MTV Networks, New York

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