



# Evangelist Marketing: What Apple, Amazon, and Netflix Understand About Their Customers (That Your Company Probably Doesn't)

*Alex L. Goldfayn*

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The technology industry regularly invests billions of dollars into products that will never find mainstream consumer success. They fail because of one simple reason: poor marketing. The industry is leaving billions of dollars on the table because most companies don't know how to turn their customers into brand evangelists. In *Evangelist Marketing: What Apple, Amazon, and Netflix Understand About Their Customers (That Your Company Probably Doesn't)*, Alex L. Goldfayn, a seasoned technology and electronics consultant, shares the marketing wisdom he's garnered after working with dozens of the top technology makers in the world, including T-Mobile, Sony, Nokia, Blackberry, and more.

In *Evangelist Marketing*, Goldfayn breaks down what more than 98% of consumer electronics companies get wrong about marketing - from ad language to poor press releases to the wrong people on their staff - and why they should be working hard to improve in a struggling economic climate. The companies who market well are few and far between but the vast majority are putting their companies long-term success in jeopardy.

As a trusted marketing and PR expert for the consumer electronics industry, Goldfayn -- a former *Chicago Tribune* columnist -- reaches more than 117 million consumers each year, through consulting companies such as Amazon, Sony, and T-Mobile; his daily drive-time radio program, "The Technology Tailor Minute," that is broadcast on more than 325 stations; and his popular blog. Additionally, Goldfayn has been previously syndicated in more than 300 publications worldwide and has published more than 400 print articles on consumer electronics and industry marketing.

The consumer electronics industry creates some of the world's best and smartest products. And now *Evangelist Marketing* shows companies what to do with them.



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