

Advance praise for *Cashing In With Content ...*

“Content is the life blood of the information economy. *Cashing In With Content* is full of ideas to get your heart pumping”

—Alex Hungate, Chief Marketing Officer, Reuters Group

“Every organization I encounter wants to know, ‘How do we harness the magic of the internet?’ The case studies and practical advice that suffuse this book can help them answer that question.”

—Lee Rainie, Director, Pew Internet & American Life Project

“Content, community, context—debates rage about which is king in a web-driven world. David Scott blows those debates out of the water by demonstrating in real and relevant ways how to use all of them to make cash king. Chock-full of examples and to-do’s—this one is a must-read for anyone running a website and an enterprise. Ca-ching!”

—Anthea C. Stratigos, Co-founder & CEO, Outsell, Inc.

“*Cashing In With Content* is an essential read for any marketer who wants to maximize their website’s power to convert visitors and retain customers.”

—Harry J. Gold, CEO, Overdrive Marketing Communications

“To those of you who may be thinking, ‘another book about the web? I already know everything there is to know about the web,’ snap out of it. The ’90s are over, and so is the idea that the web is all about technology. As this book so astutely illustrates, content—not functionality or transactional capability—is at the value epicenter of the web. Before you embark upon yet another expensive web development project, read this book. You’ll save yourself both time and money as a result.”

—Mike Jensen, Chief Brand Officer, GMAC Insurance/Personal Lines

“If you want to find and keep customers online, you need to understand the ideas and emulate the examples in this book. David M. Scott makes it clear why content is the once and future king of the internet.”

—Craig Danuloff, CEO, The Pre-Commerce Group

“I love the fact that every case study in this book is based on in-depth interviews with top executives at the websites profiled. This isn’t theory or opinion—these are real-life marketing lessons.”

—Anne Holland, Publisher, Marketing Sherpa

“In the Information Age, is it possible that the best web strategy is one that gives visitors—gasp!—something meaningful to read? Scott says it’s not only possible, it’s probable and, most importantly, profitable. *Cashing In With Content* is a must-read book that shows you why and how.”

—Jonathan Kranz, author, *Writing Copy for Dummies*

“The most successful web marketers, regardless of industry, consistently use content to communicate their value proposition to customers in order to get the sale. In this practical book, David Scott provides research, illustrations, and examples that demonstrate the enormous power of content as a web marketing tool. *Cashing In With Content* is compelling in its coverage and its clarity—if you have a web presence, you need to read it.”

—Steven Goldstein, CEO, Alacra, Inc.

“Uniquely and convincingly makes the case that content is the essence of successful digital marketing.”

—Marty Bell, Founder/CEO, Prescients LLC

“*Cashing In With Content* is a highly insightful and useful view into the ever-widening galaxy of companies using content online to build profitable relationships. Rich in valuable case studies that can help any institution use today’s best practices to get bottom-line results.”

—John Blossom, President, Shore Communications, Inc.

“Not enough profit from your website? Read *Cashing In With Content* and grab your share of the growing e-commerce pie!”

—Peter Cohan, author, *Net Profit* and *Value Leadership*