

NEWS RELEASE



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Cashing In With Content

New book demonstrates the power of digital content to
increase Web sales and build customer loyalty

October 3, 2005, Medford, New Jersey—Information Today, Inc. (ITI) has announced the publication of *Cashing In With Content: How Innovative Marketers Use Digital Information to Turn Browsers Into Buyers*, by David Meerman Scott.

In the book, author Scott profiles 20 innovative organizations that are successfully using Web content strategies to build brand loyalty, drive viral marketing, and turn browsers into buyers. To create a broad range of useful profiles, Scott conducted interviews with marketing experts working in consumer e-commerce, business-to-business, and government/nonprofit organizations. The book's closing section, "Putting Content to Work," features analysis by the author including an insightful discussion of the best practices he derives from the 20 profiles.

"Most organizations forget that the reason people use the Web is to gather, read, interact with, and use content," according to the author. "Companies of all types have information at the ready that can be leveraged in a variety of ways ... by putting that content to work, a Web site visitor may actually come to view the organization behind the site as a trusted resource, something far greater than just a place to spend spare time or dollars. The innovative marketers interviewed for this book understand this and build sites that take full advantage of the opportunities the Web provides by leveraging the value of content."

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Cashing In With Content includes David Meerman Scott's profiles of these organizations:

Crutchfield Corporation	Weyerhaeuser	Dermik Laboratories
Alloy	ebuild	CARE USA
Design Within Reach	Colliers	United Parcel Service
Aerosmith	Alcoa	Wall Street Journal Online
Dean for America	Tourism Toronto	mediabistro.com
Esurance	Kenyon College	ServiceWare
Booz Allen	Sharp HealthCare	

“The most successful Web marketers, regardless of industry, consistently use content to communicate their value proposition to customers in order to get the sale,” according to Steven Goldstein, CEO of Alacra, Inc., an online service for business information users. After reading an advance review copy of *Cashing In With Content*, Goldman said, “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.”

David Meerman Scott is a writer, consultant, conference speaker, and seminar leader specializing in using online content to market and sell products and services to demanding customers worldwide. He has held executive marketing positions at NewsEdge Corporation, an online content leader, and at an electronic information division of Knight-Ridder, one of the world's largest newspaper chains. He is also the author of *Eyeball Wars*, and a contributing editor to *EContent* magazine. His writing has appeared in publications such as *Competitive Intelligence Magazine*, *StreamingMedia*, *North American Review*, and *Metropolis*.

Cashing In With Content (276 pp/softbound/ISBN 0-910965-71-4/\$24.95) is a CyberAge Book from Information Today, Inc. It is available in better bookstores through Independent Publishers Group (IPG) or by calling (800) 300-9868 [outside U.S. call (609) 654-6266]; faxing (609) 654-4309; e-mailing custserv@infoday.com; or on the Web at www.infoday.com.

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