CONTENTS

Introduction xiii

PART I

Convergence of Brand and Direct 1

CHAPTER 1 Why Convergence Marketing? 3

CHAPTER 2 Getting to Convergence: With the Common Language of Respect 17

CHAPTER 3 Convergence 23

PART II

Measuring the Intention and Success: Process Tools and Practical Applications 39

CHAPTER 4 Accelerate and Drive: The Rosen Velocity Scale™ 41
CONTENTS

CHAPTER 5  Sales Cycle and Customer Dialogue 71

CHAPTER 6  The Ask and the Offer 93

CHAPTER 7  Expected Value of the Individual 111

CHAPTER 8  Real-Time Accounting: Numbers That Will Set You Free 125

CHAPTER 9  The Brand-Interaction Accelerator 141

PART III  Performance and Balance 151

CHAPTER 10  Zen and the Art of . . . The Motorcycle Story 153

CHAPTER 11  A Few More Case Studies 155

CHAPTER 12  The Last Word 171

Index 179