



Summary : The Magnet Effect - Jesse Berst: Attracting and Retaining an Internet Audience Today and in the Future

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Complete summary of Jesse Berst's book: "The Magnet Effect: Attracting and Retaining an Internet Audience Today and in the Future".

This summary of the ideas from Jesse Berst's book "The Magnet Effect" shows that surviving and prospering in today's digital era all comes down to how effectively you can attract and retain an Internet audience of regular customers. In his book, the author explains three critical concepts that will help you to establish yourself online: the "Magnet Effect", "Spiral Marketing" and the "Domino Method". This summary will teach you how to use each of these concepts to position your business advantageously and become an Internet success in just a few clicks.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

To learn more, read "The Magnet Effect" and discover how you can take advantage of the falling dominoes of the future.

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