



Call to Action: Secret Formulas to Improve Online Results

By Bryan Eisenberg, Jeffrey Eisenberg, Lisa T. Davis



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Call to Action includes the information businesses need to know to achieve dramatic results from online efforts. Are you planning for top performance? Are you accurately evaluating that performance? Are you setting the best benchmarks for measuring success? How well are you communicating your value proposition? Are you structured for change? Can you achieve the momentum you need to get the results you want? If you have the desire and commitment to create phenomenal online results, then this book is your call to action.

Within these pages, *New York Times* best-selling authors Bryan and Jeffrey Eisenberg walk you through the five phases that comprise web site development, from the critical planning phase, through developing structure, momentum, and communication, to articulating value. Along the way, they offer advice and practical applications culled from their years of experience "in the trenches."

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Editorial Review

Review

Bryan and Jeffrey Eisenberg are #1 in the online conversion game and there is no #2. -- *Patrick Byrne CEO, Overstock.com*

Steve Krug nailed Web marketing philosophy in Don't Make Me Think. Now it's time to get practical. -- *Jim Sterne, Author*

The Eisenbergs will forever be remembered as the breakthrough pioneers of internet marketing. I guarantee it. -- *Roy H. Williams, Author*

About the Author

Bryan Eisenberg is an inventor of Persuasion Architecture (patent pending) and cofounder of Future Now, Inc., based in New York City.

Jeffrey Eisenberg is an inventor of Persuasion Architecture (patent pending) and cofounder of Future Now, a consulting firm focused on helping clients persuade and convert their Web site's traffic into leads, customers, and sales.

Lisa T. Davis is a partner and Director of Content for Future Now.

Users Review

From reader reviews:

Archie Moriarty:

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