

ACKNOWLEDGMENTS

To write a book takes a village. I might have typed the original key strokes, but there are dozens of people who contributed their varied talents to make this project a success. Writing a book is like building a house. There are dozens of subcontractors, from concrete to roofers, plumbers to carpenters, electricians to painters, but it's the architect who always gets all of the credit.

Creating *The Fusion Marketing Bible* took more than a year and a half of hard work, insights, late nights, and lost weekends. Most of all, it took passion—passion for marketing, passion for editing, and a passion to get it right.

Social media has run its course. There have been more books written on social media during the past five years than any other subject ever. It's time for something new, what's next.

Every time I am interviewed on a radio show or for a magazine or blog, there is always one inevitable question "So, what's next?" And inevitably I stall, fumble, and give a kind of rehearsed answers about how there will be consolidation, competition for ad-rev, and many social networks incorporating the features of their competitors.

While this is all true, I hadn't yet seen what really was coming next, what would be the next big wave, what was going to transform us again after we all have been social media-ized. That is, until a chance meeting with Trent Smock.

I want to thank Trent Smock of Straight Line Management for challenging me to explain social media graphically. Trent encouraged me to try again after many failures to create one image that showed all of the social media tools and their interactions, which led me to the invention of Fusion Marketing, the Safko Wheel Marketing Tool Kit, and to this book! Thank you, Trent!

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Dr. Gary Witt, professor of marketing at Embry-Riddle Aeronautical University, author, and owner of the Marketing Psychology Group and I have been good friends for nearly a decade. I have always admired his experience and knowledge on marketing and especially his area of expertise, psychological marketing. We would meet often to discuss how social media has impacted traditional marketing.

When I first invented the concept of Fusion Marketing in 2010, I couldn't believe no one had thought of it already. It seemed so logical and obvious, I thought I must have read it



somewhere before. I sent Dr. Witt an outline of Fusion Marketing and asked him to tell me where I might have seen it or what book I could find it in. I awaited his e-mail response.

To my surprise, his answer was the foreword in this book. Confused, I asked him why he wrote a foreword. He said Fusion Marketing was a brand-new idea, never before done, and he sent the foreword because he wanted to be sure that he had dibs on being in my book.

Over the year, Dr. Witt and I talked about Fusion Marketing, and while I was pushing for the term “TraDigital Marketing,” he came up with “Fusion,” which McGraw-Hill persuaded me to adopt. See the “village” thing again?

Because of our friendship and Dr. Witt’s 40 years of practical experience, I asked Gary to please sign on as technical editor. I knew he could keep me on the right track, correct my nomenclature, and add invaluable insights. Thank you, Gary!



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I am both lucky and proud to have one of McGraw-Hill’s best editors, Stephanie Frerich, working on making this project a reality and a success,.

Stephanie Frerich, acquisitions editor in the Business Management & Finance division, was diligent about checking in with me to see if I had figured out what was next and if I had another book in me. She was patient, professional, and displayed an amazing amount of integrity. It was Stephanie who pushed this project up floor after floor at McGraw-Hill until our vision became a reality. Without Stephanie, this book would not be the success it is. Thank you, Stephanie!



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Thank you to all of the contributors who worked so hard supplying Fusion Marketing success stories from around the world. I know it was difficult to take amazing traditional marketing campaigns, mix them with social media marketing campaigns, add in additional digital marketing campaigns, and describe your successes in 750 words. Thank you, contributors.

And I want to mostly thank my amazing wife, Sherrie, for working so hard; without her taking care of business, I never would have been free from distraction and able to invent and write. I also want to give her a great deal of credit for her amazing insights and edits on this book. So Sherrie, with all my love, forever and for always.

—Lon Safko