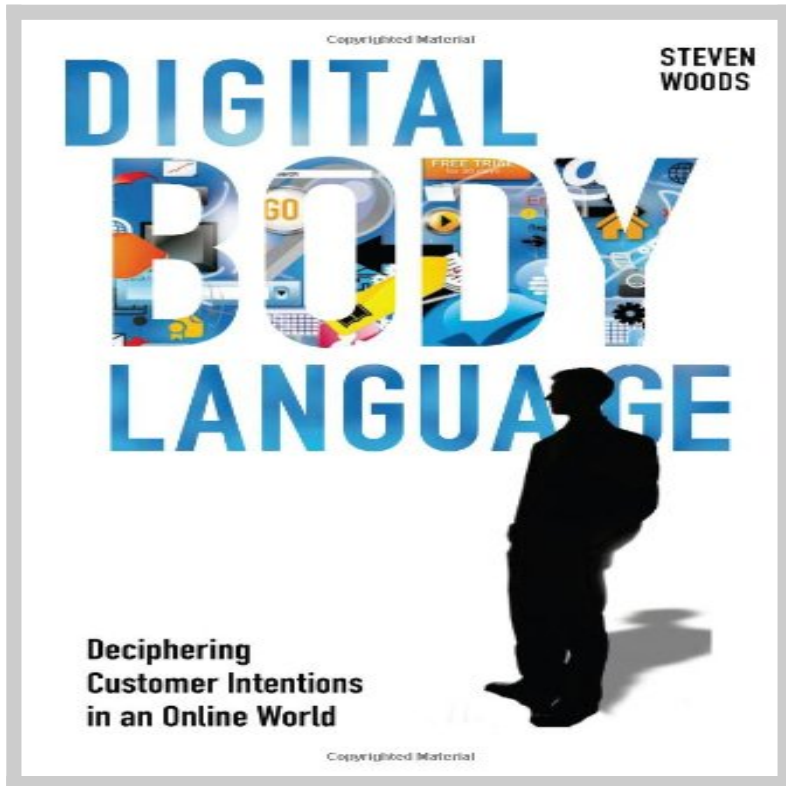


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## **Digital Body Language Steven Woods Book Preview**

Marketing is undergoing a major shift that has been brought on by the change in the way people find and consume information. Whether it is Google s ability to make the information resources of the Internet searchable or social media s ability to connect people with peers for credible opinions on products and services, the way in which we access information and search for products has fundamentally changed.

As this transition happens, marketing and sales teams must react. With the shift to online from face to face, the ability to see body language and read the room has disappeared. Marketing must step in to read prospects Digital

Body Language and use that knowledge to guide the prospects buying process.

The new book *Digital Body Language Deciphering Customer Intentions in an Online World*, discusses the transitions that this is forcing in marketing departments everywhere, as they move to succeed in this new reality. In it, Steven Woods, industry expert and CTO of Eloqua discusses best practices for analyzing and understanding customer intent through analyzing their Digital Body Language.

The book uses informative explanations and in-depth case studies of many of the leading marketers around the world to show approaches to profiling, leads scoring, lead nurturing, sales handoff, marketing analytics, and data management.

Woods makes a compelling case that the transitions we are all experiencing in today's marketing environment are part of a fundamental shift in the way we think about marketing and the way we understand the buying process of our customers.