



# Global Content Marketing: How to Create Great Content, Reach More Customers, and Build a Worldwide Marketing Strategy that Works

*Pam Didner*

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## Engage Customers Around the World with Cross-Regional Content Marketing

Technology has virtually erased national borders, forever transforming the way we reach and engage customers, as well as the way we search for and consume content. *Global Content Marketing* takes you step-by-step through the process of creating and refining your strategies to meet this new reality.

### LEARN HOW TO:

- Create content that engages people--regardless of their country and culture
- Identify key actions and strategies to apply to your projects
- Connect "dots" that others don't see and connect them in ways you never thought of before

*"Content marketing across geographies is a different animal. In this smart, practical, and authoritative book, Pam Didner has tamed this animal for all of us."* -- DOUG KESSLER, Creative Director, Velocity

*"A valuable guide to developing and distributing your global content effectively."* -- NANCY BHAGAT, former VP, Global Marketing Strategy, Intel, and current Divisional CMO, TE Connectivity

*"This book is the blueprint for engineering a modern scalable content marketing operation."* -- PAWAN DESHPANDE, CEO, Curata

*"Finally the book that explores all critical aspects of global content marketing! Whether you are a small business or a Fortune 500 company, it is essential to understand the 4P's developed by Pam Didner. Read it and take your content strategy to the whole new level."* -- EKATERINA WALTER, author of *Think Like Zuck* and coauthor of *The Power of Visual Storytelling*

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