



Crafting White Paper 2.0: Designing Information for Today's Time and Attention- Challenged Business Reader (Paperback)

By Jonathan Kantor

Lulu.com, United Kingdom, 2010. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Today, we live in a world of abbreviated information . We don't send long emails, we opt for brief text messages or Tweets via Twitter. Unlike previous generations, we have become a short attention society, unable to read detailed information for a substantial period of time before becoming distracted by events that require our immediate attention. As we grow accustomed to short, quick messaging methodologies, our ability to read lengthy and detailed information such as white papers will decline. To address this growing trend, white paper information must change from an all-text medium to one that includes new elements that appeal to today's time and attention-challenged business reader. This book will help white paper marketers recognize this growing trend, and incorporate a host of new white paper elements that engage the short attention reader. In doing so, marketers can have a greater impact with their white papers enabling greater business marketing effectiveness.



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