Chapter 1. Enough with the marketing blah blah blah—let’s talk about something interesting

2. Author interview with Firepond executives, October 2000.
8. As quoted in Bob Garfield’s “Listenomics” article, AdAge.com, October 10, 2005.

**Chapter 2. Make meaning, not buzz**

3. Ibid., p. 83.
12. See www.3aday.org/3aday/momsCorner.
18. From meeting in which author participated, October 2003.
Chapter 3. Have a fresh point of view (or several)

12. Interview with author, January 2006.
17. Interview with author, February 2006.
Chapter 4. Listen up: Seven ways to uncover talk-worthy ideas

1. Transcript of Rudy Giuliani commencement address to Middlebury College on May 22, 2005, from Middlebury College Web site.
11. Aggregate customer consensus from SAP listening tour summary conducted by the author, May 2003.
Chapter 5. Nine themes that always get people talking

1. Interview with author, January 2006.

10. Larry Summers, speech at National Bureau of Economic Research conference, January 2005. A transcript of the speech was posted on the Web site of the Office of the President of Harvard University, but has since been removed.

11. Ibid.


16. Ibid.


Chapter 6. Straight talk: Talk like you talk, talk like you mean it, talk in these ten new ways


**Chapter 7. Shift to a conversational marketing mind-set**

1. 2005 Yankelovich Marketing Receptivity Study.
3. Margaret Singer comment on “Thy Will Be Done,” a documentary produced in 1980 by WCCO-TV, Minneapolis.
8. Interview with author, February 2006.
Chapter 8. Building a “talk” culture


Chapter 9. Be more interesting—conversations, passion, and an honest point of view

3. Ibid.