Acces PDF Permission Marketing Turning Strangers Into Friends And Friends Into Customers

Permission Marketing Turning Strangers Into Friends And Friends Into Customers

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Permission Marketing: Turning Strangers into Friends and ...
The man Business Week calls "the ultimate entrepreneur for the Information Age" explains "Permission Marketing"—the groundbreaking concept that enables marketers to shape their message so that consumers will willingly accept it. Whether it is the TV commercial that breaks into our favorite program, or the telemarketing phone call that disrupts a family dinner, traditional advertising is based on the hope of snatching our attention away from whatever we are doing.

Permission Marketing: Turning Strangers into Friends, and ...
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Permission Marketing: Turning Strangers Into Friends And ...
Permission Marketing works to turn strangers into friends and then friends into customers. One-to-one marketing uses the very same techniques, incorporating knowledge, frequency, and relevance to turn customers into supercustomers.

Permission Marketing : Turning Strangers Into Friends And ...
You will ignore it at your own peril.One of the biggest thrills for me was hearing my students put into use Seth's Permission Marketing phrase "Turning strangers into friends and friends into customers" -- even months after the class ended!Not only is that a testament to the clarity and brevity of Seth's ideas, it's also the distillation of his book's premise.For in today's world, we're bombarded by no less than 3,000 paid advertising messages per day.

Permission Marketing : Turning Strangers into Friends and ...
Click To Tweet Permission Marketing is just like dating. It turns strangers into friends and friends into lifetime customers. Many of the rules of dating apply, and so do many of the benefits. Click To Tweet The biggest secret of the Internet is that it is inherently a direct marketing medium.

Permission Marketing PDF Summary - Seth Godin | 12min Blog
By reaching out to only those individuals who have expressed an interest in learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers, create trust, build brand awareness, and greatly improve the chances of making a sale.

Permission Marketing: Turning Strangers Into Friends And ...
“Permission Marketing is just like dating. It turns strangers into friends and friends into lifetime customers. Many of the rules of dating apply, and so do many of the benefits.” ― Seth Godin, Permission Marketing : Turning Strangers Into Friends And Friends Into Customers

Permission Marketing Quotes by Seth Godin
These elements were combined [how?] to define permission marketing, first publicized in Godin’s book, “Permission Marketing: Turning Strangers into Friends and Friends into Customers”, published on May 6, 1999. Benefits. Permission marketing allows consumers to choose whether or not to be subjected to marketing [dubious – discuss]. This choice can result in better engagement.

Permission marketing - Wikipedia
By reaching out only to those individuals who have signaled an interest in learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers, create trust, build brand awareness - and greatly improve the chances of making a sale."--BOOK JACKET

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Permission Marketing: Turning Strangers Into Friends And ...
The concept of permission marketing has been popularized by Seth Godin, an entrepreneur and author. He first discussed the idea of permission marketing at length in his book Permission Marketing:...

Permission Marketing Definition - Investopedia
By reaching out only to those individuals who have signaled an interest in learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers,...

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Permission Marketing : Turning Strangers into Friends and ...
Permission marketing is a marketing idea, concept or term that was ‘coined and developed’ by Seth Godin (an entrepreneur and founder of Yoyodyne Entertainment) much discussed in his book ‘Permission Marketing: Turning Strangers into Friends and Friends into Customers’.

The man Business Week calls "the ultimate entrepreneur for the Information Age" explains "Permission Marketing" -- the groundbreaking concept that enables marketers to shape their message so that consumers will willingly accept it. Whether it is the TV commercial that breaks into our favorite program, or the telemarketing phone call that disrupts a family dinner, traditional advertising is based on the hope of snatching our attention away from whatever we are doing. Seth Godin calls this Interruption Marketing, and, as companies are discovering, it no longer works. Instead of annoying potential customers by interrupting their most coveted commodity -- time -- Permission Marketing offers consumers incentives to accept advertising voluntarily. Now this Internet pioneer introduces a fundamentally different way of thinking about advertising products and services. By reaching out only to those individuals who have signaled an interest in learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers, create trust, build brand awareness -- and greatly improve the chances of making a sale. In his groundbreaking book, Godin describes the four tests of Permission Marketing: 1. Does every single marketing effort you create encourage a learning relationship with your customers? Does it invite customers to "raise their hands" and start communicating? 2. Do you have a permission database? Do you track the number of people who have given you permission to communicate with them? 3. If consumers gave you permission to talk to them, would you have anything to say? Have you developed a marketing curriculum to teach people about your products? 4. Once people become customers, do you work to deepen your permission to communicate with those people? And in numerous informative case studies, including American Airlines' frequent-flier program, Amazon.com, and Yahoo!, Godin demonstrates how marketers are already profiting from this key new approach in all forms of media.

Whether it is the TV commercial that breaks into our favourite programme or the telemarketing phone call that disrupts a family meal, traditional advertising is based on the hope of snaring our attention away from whatever we are doing. Seth Godin calls this Interruption Marketing, and, as companies are discovering, it no longer works. Instead of annoying potential customers by interrupting their most coveted commodity, time, Permission Marketing offers consumers incentives to voluntarily accept advertising. Now the Internet pioneer who has dramatically improved marketing effectiveness in media introduces a fundamentally different way of thinking about advertising products and services. By reaching out to only those individuals who have expressed an interest in learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers, create trust, build brand awareness, and greatly improve the chances of making a sale.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *By reading this summary, you will discover permission marketing, an alternative way of looking at advertising communication. *You will also discover that : the classical forms of marketing work less and less well today; to be effective, an advertising message must be relevant and personalized; permission marketing is based on an expected and interactive communication with the customer; permission marketing is based on an expected and interactive communication with the customer; permission to exchange information builds a trusting relationship over time. *The consumer society and the rise of the Internet have revolutionized the way we think about buying. We are bombarded with advertising messages on a wide variety of media. But this communication is no longer as attractive and marketing must now reinvent itself to remain effective. This is what permission marketing does by making advertising desirable and useful, not intrusive. *Buy now the summary of this book for the modest price of a cup of coffee!

Thought-provoking and accessible in approach, this updated and expanded second edition of the Permission Marketing: Turning Strangers Into Friends And Friends Into Customers provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for advanced graduate-level students. We hope you find this book useful in shaping your future career. Feel free to send us your enquiries related to our publications to info@risepress.pw Rise Press

Everything in our world, from marketing to technology to distribution to the capital markets, is moving at a faster pace than ever. Yet most companies view change as a threat, and survival as the goal. This book transforms all that. It contains a simple yet revolutionary idea: we can evolve our companies the same way nature evolves a species. Evolution is a fundamental force of nature, and Seth Godin demonstrates how it can be put to work in any organisation. The first step is to eliminate the anti-change reflex that's genetically coded into all of us. Once a company learns to 'zoom' (to change without panicking), it is much more likely to evolve. And a company that evolves can become ever more profitable. For the last five years, bestselling author Seth Godin has repeatedly demonstrated the power of his books by living their advice. He used the tactics in PERMISSION MARKETING to drive the book up the bestseller list. He followed the advice of UNLEASHING THE IDEA VIRUS to turn his treatise into a living example of an ideavirus. Now, as a committed zoomer, he shows his legions of fans how to turn their company into one that can zoom from one change to another. It's a formula for success whether the market is up or down, whether technology is hot or not, in all industries, from retail to tech to services.

顛覆行銷專業的新思維！ 第一本成長駭客行銷專書 換上成長駭客的大腦，改變心態， 掌握流量、客戶、營收、獲利都數倍成長的關鍵。 ★Amazon暢銷排行榜TOP1，電子商務、網路行銷榜TOP5 ★Amazon、iTunes五顆星最高評價 ★Slideshare點閱率最高的簡報 《Inc.》雜誌評選為年度最佳行銷書 不論你是主管還是初入職場，是工程師還是行銷人員，現在想要達成成長目標，人人都需要具備的能力，就是成長駭客行銷思維！ 你一定知道推特、臉書、Dropbox、Snapchat、Evernote、Instagram、Uber、Airbnb，他們幾乎不做廣告、初期沒有媒體加持，但卻能飛速竄升到人人熟知，他們運用的思維，就是成長駭客行銷！終極目標，是打造能自動運作、成長的行銷機器，快速接觸數百萬人。 從矽谷開始，具備成長駭客思維是現在最搶手的混血行銷人才！他們結合網路能力、設計思維、與了解消費者心理，不像傳統行銷追求最多人看見的廣告、華而不實的活動，他們不在乎沒資源，不怕從不起眼的小處著手，但是持續從客戶回應中加入行銷概念，參與產品設計與優化，他們發揮創意、跳脫框架思考，謹慎運用相對有限的資源，鎖定「追求成長為最高目標」，透過不斷測試，找到瘋狂集客的引爆點。 本書拆解成長駭客行銷的4大關鍵步驟，把錯綜複雜的成長駭客行銷技術、觀念整理成易懂、易讀的濃縮精華，任何想持續成長的企業都能從中獲取靈感，掌握新世代的行銷概念： ．成長駭客行銷的重點在心態，而非工具 ．凡是擴大接觸、推動業務成長的事，都是行銷 ．人人都是自媒體的年代，滿意的客戶本身就是行銷武器．以更科學、更能衡量的方法專注贏取顧客，專注Who與Where，而非品牌認知 本書呈現成長駭客的作法，讓你了解為何這是未來趨勢，他們如何滲透新一代的企業、由下而上重塑行銷、公關與廣告，對行銷專業帶來巨大衝擊。不只是行銷專業，只要想要找到突破性增長點，這本書就是幫你掌握關鍵的必讀之作！ 試讀口碑回響 (按筆畫排序) 「從行銷高手的角度來理解成長駭客，是行銷人很好的成長駭客入門指南。」－Miula ─ Miula觀點網站 「整本書強調成長駭客的心態與創意，做生意最難的就是找到對的產品，跟找到對的顧客，小小一本書很容易看完，每個做行銷、銷售的人都可以買一本為自己補充腦容量。」－MOCOO LEE ─ MOCOO LEE 粉絲團 「在現今這個虛實錯綜的數位時代，沒有任何一個創業家敢小覷網路的威力，也唯有在傳統行銷跟數位行銷雙管齊下，才能獲得最佳的集客效果，所以懂得『將大量的人流(網站流量)帶進來，並且完美地傳換成金流(高轉換率)』的成長駭客(Growth Hacker)，將成為每個創業者學習的典範！」－王紹宇 ─ 創業策略家暨商管部落客(蒼蠅頭。小資家) 「先看完這本，你才有資格談什麼叫《成長駭客行銷》。」－邱煜庭 ─ 網路行銷零元本鋪部落格 「我認為好的行銷書籍「理論架構」與「實例應用」必須兼備，但《成長駭客行銷》一書更超過我對行銷書籍的期待：不僅讓初次接觸該議題的讀者掌握當前第一線的成長駭客思維與成功案例，作者更在書中詳盡地分享在出版過程中，充分運用內容所介紹的成長駭客行銷原則、並獲得成功，使這本書對於實際從事行銷工作者有更高的參考價值。」－陳子恩（Freddy）─ Freddy Business Note 商業筆記 「一本淺顯易讀的成長駭客入門書。行銷人，偶爾換顆工程師的腦袋！」－張凱迪(KD Chang) ─ echBridge 技術日報創始人, Co-Founder 網誌站長 「事業高效成長的秘訣，就在《成長駭客行銷》裡。讓本書助您一臂之力，猴來居上！」－鄭緯筌（Vista）─ 臺灣電子商務創業聯誼會理事長 各界推薦 「成長駭客將全面攻佔行銷副總職缺，本書能告訴各位如何變身。」—─陳安卓（Andrew Chen），矽谷創業家、專欄作家、新創事業顧問 「這本書對行銷主管來說有如當頭棒喝，也是工程師、資訊人員、企業創辦人和設計師不能錯過的教學指南。」—─波特．蓋爾（Porter Gale），前維珍航空行銷副總， 《你的人際網絡就是你的淨值》 （Your Network Is Your Net Worth）作者 「終於有人用簡單易懂的方法具體解釋成長駭客行銷了，更棒的是，還有策略實例可供應用。」—─艾力克斯．科欽斯基（Alex Korchinski），Scribd成長駭客 「霍利得混合馬基維利和奧格威的風格，再加上實質成績⋯⋯這個少年英雄是你前所未聞的秘密武器。」—提摩西．費里斯（Timothy Ferriss），《每週工作4小時》（The 4-Hour Workweek）作者 「霍利得充分掌握成長駭客的心態，讓行銷人一睹其中奧妙，不論公司規模是大是小。讀完這本書卻不見成效，表示你的產品一定有問題。」—─尚恩．艾利斯（Sean Ellis），最先提出「成長駭客」一詞，曾協助 Dropbox 和 Eventbrite 駭客行銷，Qualaroo 創辦人「霍利得的策略和戰術，能協助追求成長的精實創業家熟稔行銷和成長的藝術。」—派崔克．沃拉斯科維茨（Patrick Vlaskovits），《精實創業家》（The Lean Entrepreneur）共同作者 「想了解成長駭客行銷，霍利得這本新書是必讀佳作！」—─德瑞克．哈爾彭（Derek Halpern），SocialTriggers.com 創辦人 「霍利得這本書漂亮地完成了十分困難之事。他將錯綜複雜的成長駭客行銷精簡濃縮，把你非知道不可的事情整理成入門導讀。成長駭客重新定義行銷，而霍利得的書幫你搶佔先機。」—─艾倫．金恩（Aaron Ginn）， StumbleUpon 成長駭客

亞馬遜網路書店★★★★★讀者好評 廣告就是要讓人發笑流淚，吸引愈多注意愈好？ 商品的選項增加，反而降低被購買的機率？ 美國出身的哈根達斯冰品，為何取個像丹麥語的品牌名稱？ 卡西歐和勞力士錶顯示的時間一樣準，怎麼戴起來感受有差？ 自認為理性的消費者，其實常在不知不覺中受左右？ 「我們必須在情感上觸動消費者！」無論你處在品牌打造的哪一環，一定聽過類似的言論。當今行銷界對情感十分著迷，認為把人的種種感受注入品牌，就能串起和消費者之間的連結。然而研究顯示，大部分的人對品牌及其傳播的注意，往往並不全面，因為我們是用大腦看東西，不是用眼睛。 大腦是很懶的，它多半處於無意識狀態、受制於情感，而且高度不理性。大腦就像電腦，人的意識經驗則像螢幕，電腦只把有必要知道的內容顯示在螢幕上；換句話說，大腦會替我們仔細挑選要進入意識的內容，排除不重要的資訊。 在琳瑯滿目的貨架上，絕大多數的消費者會出於習慣選擇自己熟悉的產品，或根據對品牌的印象和感覺來決定是否購買。假設問我們選購某個廠牌新車的理由，答案或許是它的性能、售價或款式很理想；但其實，人的理性思維經常為感性大腦想要的東西巧立名目，我們之所以選那輛車，很可能純粹只是被它吸引而已――這正是一種對品牌的無意識聯想。這種無意識層面會左右品牌的價值，甚至影響消費習慣及意願。 對此，曾擔任可口可樂創新策略全球總監的達瑞・韋伯，在書中提出「品牌幻想」概念。他認為，品牌的無意識聯想是塑造強大品牌的要素，而打造出能夠與之配合運作的做法，正是品牌幻想模式的目標。他將「心理學」及「腦神經科學」帶入品牌行銷領域，使品牌幻想具體化，有助於破解我們與品牌之間那種混亂、抽象又微妙的關係。 ◆ 打破傳統行銷迷思：受到注意未必真的好處多多

你是否曾經因為某個電視廣告讓你開懷大笑，就覺得那個廣告很棒，甚至還跟朋友熱烈討論。但是，那個廣告的訴求究竟是什麼？瘋狂播送廣告、短片拍得賺人熱淚、視覺設計花俏醒目……這類推銷手法雖然引人注目，但「巧克力蛋糕VS.水果沙拉」、「隨機社會安全號碼」等種種研究指出，這些做法更容易讓消費者反過來開始找碴。 ◆ 向時尚界取經：不是只有魔鬼才藏在細節裡，品牌價值也是 為什麼蒂芬妮（Tiffany）的藍綠色盒子，可以讓不計其數的女性產生憧憬？香奈兒（Chanel）的皮包品質不必然遠高於價格只有它十分之一的品牌，還是有人願意為了它的Logo買單？精品品牌是創造無意識感覺的高手，他們不會大聲嚷嚷產品特色或特地去談論產品屬性。相反地，他們創造一個想像的世界，以格調、氛圍、情緒、外觀和身分訴求來挑逗、引誘消費者；這就是價值所在，也是品牌的賣點。 ◆ 建構品牌幻想：收買大腦，讓消費者下意識對品牌產生認同 品牌幻想是設法引導消費者對品牌產生無意識感覺、產生正面感受，進而選擇你的品牌，而不是你的競爭對手。星巴克（Starbucks）採用發音聽起來有異國情調的名稱、較高的售價，還用悠揚的音樂在店裡創造出舒服慵懶的氣氛，把咖啡從普通產品變身成更特殊又高級的東西。他們賦予咖啡類產品新的定義，也在過程中培養了死忠客戶。 ◆ 讓品牌留駐消費者內心：行銷人員就像蜘蛛，要織出相互連結的網
品牌就是大型又互連的聯想網絡的一部分，在消費者心中創造、管理和發展這些聯想網絡的藝術，就是行銷的工作。腦波圖、臉部編碼、生物統計學等神經科學技術，或是心智圖、內隱聯想測驗、多面向情緒板、觸發詞等，都是用來勾勒品牌整體心像和感覺的利器。透過瞭解大腦與心智運作的方式，就能夠協助創意人員拋出更好的問題、找到新的方向，並更聰明地運用行銷策略，將品牌概念傳達到人的內心，最終促成消費行動。 世界不斷地改變，你的品牌也必須隨之進化，才能跟上潮流。透過簡單的用語、動人的故事和現實世界的案例，《勾癮》向讀者說明了要怎麼破解、建立和運用深藏不露的品牌幻想來擴展自身的品牌與事業。與其在行銷流程的結尾才應用我們對人類心理及神經科學的瞭解，不如在前端就發揮這方面的知識，以激發更棒的品牌與行銷。 【本書特色】 1. 作者在簡介中列舉其他神經行銷學的著作，附上各書摘要，協助讀者多方參考。本書的出版正是為了彌補現有書籍的不足。 2. 作者在品牌領域有多年的資歷，經歷橫跨品牌、創新、廣告與市場調查，使得本書的涵蓋範圍更多元、更全面，提供完整的品牌行銷架構。 3. 本書第一部著重說明理論，第二部則整合品牌幻想，第三部則將品牌幻想落實到行銷的實務面（包括如何將品牌幻想應用到網路溝通媒介）。架構完整，且理論與實務兼具，實用性與參考價值極高。 【權威推薦】 丁菱娟／世紀奧美公關創辦人 謝伯讓／腦科學家，《大腦簡史》作者 （依姓氏筆劃排序） 【國外好評】 「《勾癮》寫得相當有說服力、深入且優美，促使行銷人員去執行真正重要的工作。行銷擁有的力量如此強大，實在不該被虛耗。」──賽斯‧高汀（Seth Godin），著有《行銷人是大騙子》（All Marketers Are Liars）「讓人看了津津有味。韋伯深入探討大腦天生的運作方式，以及我們如何從潛意識與品牌建立關係。理論非常啟迪人心，應用也頗為務實，對任何在運作品牌上握有大權的人來說，都是非讀不可。」──強納森・米登霍爾（Jonathan Mildenhall）， Airbnb行銷長 「『品牌』這個詞在行銷中已變得有如拼字遊戲裡的空格：人們用它來指自己所喜歡的任何事。在這本傑出的著作當中，戴爾花了寶貴的工夫，以適當的科學為品牌概念扎下基礎。」──羅里・蘇澤蘭（Rory Sutherland），英國奧美集團（Ogilvy & Mather）副董事長 「《勾癮》別出心裁、創意十足、充滿實用的見解，闡述了大腦如何以我們或許從不曾體認到的方式，暗中塑造我們的選擇。對任何一套行銷工具箱來說，這都是一本絕佳的工具書。」──約拿・博格（Jonah Berger），華頓商學院教授暨《瘋潮行銷》（Contagious）和《無形影響力》（Invisible Influence）暢銷作者 「達瑞・韋伯的《勾癮》裡滿是引人入勝的研究和實用的洞見。韋伯在書中簡單明瞭地分享了有關決策的科學，對行銷從業人員、學者和消費者來說無比適用。假如你對驅使消費者購買的背後因素十分著迷，那本書就是為你而寫。」──亞當‧奧特（Adam Alter），紐約大學史登商學院行銷學系助理教授、《紐約時報》暢銷作家，著有《粉紅色牢房效應》（Drunk Tank Pink） 「品牌存在於我們的大腦裡。達瑞・韋伯探究了品牌的非意識面，並為以任何規模來建立品牌提供了豐富的實用建言。」──羅傑・杜利（Roger Dooley），《大腦拒絕不了的行銷》（Brainfluence）作者 「藉由扎實的研究與現實世界的例子，行銷學在達瑞・韋伯筆下顯得更具啟發性和實用性。對任何試圖展現自家品牌威力的人來說，《勾癮》都是寶貴的工具。」──尼爾・艾歐（Nir Eyal），《鉤癮效應》（Hooked）作者

Identifies the guiding principles behind creating websites that satisfy visitors and keep them coming back for more.

Whether it is the TV commercial that breaks into our favourite programme or the telemarketing phone call that disrupts a family meal, traditional advertising is based on the hope of snaring our attention away from whatever we are doing. Seth Godin calls this Interruption Marketing, and, as companies are discovering, it no longer works. Instead of annoying potential customers by interrupting their most coveted commodity, time, Permission Marketing offers consumers incentives to voluntarily accept advertising. Now the Internet pioneer who has dramatically improved marketing effectiveness in media introduces a fundamentally different way of thinking about advertising products and services. By reaching out to only those individuals who have expressed an interest in learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers, create trust, build brand awareness, and greatly improve the chances of making a sale.

Inhaltsangabe:Abstract: The expectations for M-Commerce are very high. The mobile user seeks for facilitation of his daily habits and companies anticipate generating high revenue stream through new mobile applications. After telecommunication companies have paid high prices for the UMTS licenses in Europe M-Commerce has started to be the new hype. In those countries which did not have auctions but beauty contests M-Commerce has been also shifted into the spotlight. Although M-Commerce is still in its infancy, it predicts to have a huge impact on many ways of people s lives. New buzz words like anywhere and anytime have evolved in order to describe the great potential of M-Commerce. Growth opportunities in terms of new arising mobile business models seem promising but only the future will be able to answer the question of success. Mobile devices offer a broad range of opportunities from entertainment service e.g. music, games or video up to transactions e.g. banking, shopping, auctions. It is still unclear if all the emerging opportunities can be commercialized successfully. Nevertheless, many scenarios of how the world could be like in the future have been made. Below an excerpt of the daily routine of a future mobile user is presented: Nancy D`Amato prepares to leave her office just before five o clock. She uses her mobile phone for a quick check of the local weather forecast, sees that fines conditions are expected for the evening, and decides to leave her umbrella by her desk. Nancy is due to meet her boyfriend Peter at seven o clock, so she has two hours in town to waste. As soon as the clock reaches five, she receives a text message telling her that the bar across the street has a happy hour when drinks are cheaper. Nancy deletes the message almost without reading it. She has given her mobile service provider permission to send her unsolicited local promotional messages after five - otherwise she would have to pay a higher subscription rates - but that does not mean she actually has to read the message, does it? Five minutes later another message arrives, with a coupon offering a discount at the local branch of her favorite coffee bar. She shows the coffee-shop attendant the numbered message on her phone s screen, and he keys in the number on the till when charging for the coffee. Now comfortably seated with her cappuccino, Nancy begins to plan her evening. She uses her mobile to check which movies are showing nearby after seven [...]

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