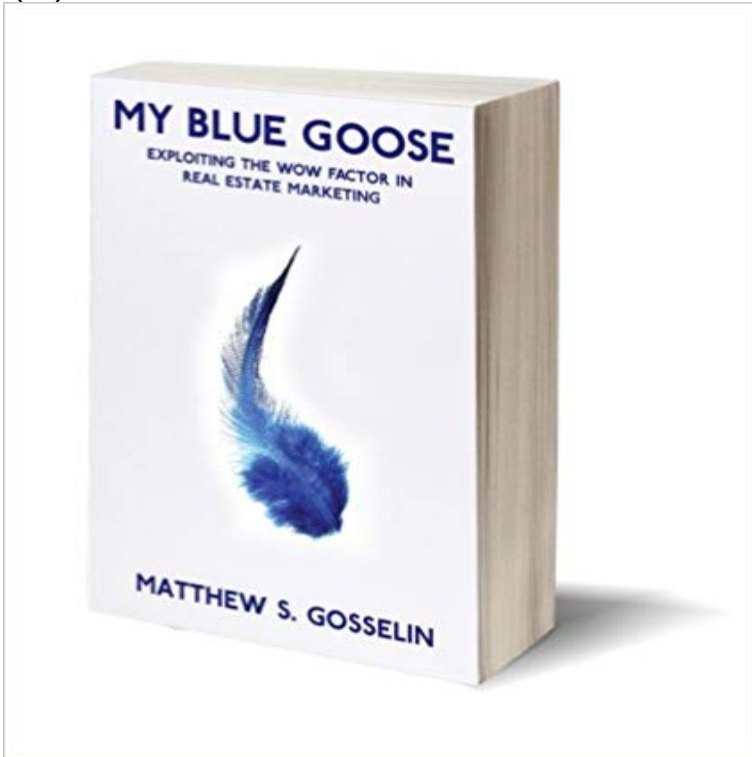


# My Blue Goose, Exploiting The Wow Factor In Real Estate Marketing (1)



My Blue Goose exploits some of the latest trends in real estate marketing while incorporating ideas and tactics used by Fortune 500 companies throughout various industries. The 128 pages address subjects such as microsites, blogging, guerilla marketing, internet marketing, direct mail, social networking, public relations and contact creation. The book's title comes from an old Chinese tale about a boy with a very unique goose. The townspeople become intrigued with the blue goose after it is placed in a store window at the end of town. The goose becomes a focal point and a lucky charm for the village. The analogy of exploiting something different about a business is used throughout the book.

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