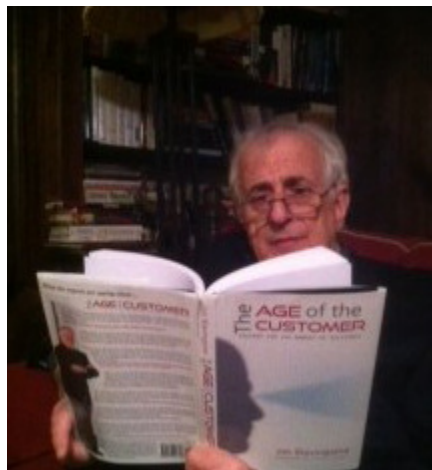


TALKERS[®] magazine

The Bible of Talk Radio and the New Talk Media
talkers.com

Tuesday, January 14, 2014



Great Read!

TALKERS publisher Michael Harrison is pictured intensely absorbing the new book authored by independently syndicated talk show host Jim Blasingame titled *The Age of the Customer: Prepare for the Moment of Relevance* (2014 SBN Books).

Blasingame is the longtime host of the very successful program "The Small Business Advocate Show" which is targeted to helping independent entrepreneurs and business owners cope with the day-to-day issues that face people running their own companies during this era of rapidly accelerating change.

This book, Blasingame's third, is "his best work yet," according to Harrison and "must-reading for anyone out there on the perilous high seas of today's turbulent marketplace...especially those who are doing it independently without the backing of the Wall Street/banking/big-time money machine."

Harrison goes on to say, "This includes those brave and hardy 'Davids' owning and operating independent radio stations and small groups, syndication companies and internet communications startups bucking the death grip of today's mega-corporate 'Goliaths.'"

The premise of the book is that small business owners are operating at a time that is so momentous it has never happened before. Blasingame, a veteran of *TALKERS* magazine's Heavy Hundred, identifies it as an epochal marketplace shift that's causing the 10,000 year old Age of the Seller to be replaced by the Age of the Customer. With a foreword by Steve Forbes, Blasingame's book reveals how these two ages are existing concurrently in parallel universes, and how much time business-people have left to join the emerging universe. He says relevance is replacing competitiveness and explains how to recognize when you arrive at the "moment of relevance," how to connect with "new-influencers" who co-own your brand message; why you must be a good storyteller; the good, the bad and the ugly of social media; and he identifies the "killer app" that wasn't a part of your past but will dominate your future.

Broadcasters interested in learning more about this book and perhaps scheduling Jim Blasingame as a guest can visit AgeoftheConsumer.com or email jim@jbsba.com

Talkers Magazine · 785 Williams Street · PMB 429 · Longmeadow, MA 01106 · USA