

# Welcome!

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Manna Nosh transcript.  
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It's time for Manna Nosh!

From Dallas Texas I'm Matt Manna welcoming you to this edition, the very first 'Welcome To' edition, of Manna Nosh.

Manna Nosh is a marketing show brought to you by Manna Groups, Inc. We'll have a lot of material produced specifically for the show, but we'll also include stuff we've collected over the years, and we'll throw an interview or two into the mix as well.

We're primarily concerned with effective communications and our philosophy is straight forward. A business, any business, is an organization that makes stuff and tries to sell it.

At Manna Nosh we're concerned with the selling part.

That is, bringing about a change in your customers behavior that persuades them to buy the stuff you make. There's no magic associated with bringing about change, but it does require skill.

Sometimes that skill is called advertising, or public relations.

Very often it's called marketing and that includes all the prefixes like viral, direct, buzz, permission, mass, and word of mouth. At the end of the day all that stuff comes down to persuading your customers to change their behavior - that is to buy the stuff that you make.

The way to do that is to understand how the mind makes meaning out of the information that comes through our senses. And that understanding, and how to parlay with it, is at the heart of the material presented here on Manna Nosh.

There's lots of fun stuff to come, but this time around we just want to say welcome and get this file out there to make sure all of our delivery systems are working properly.

So until next time ladies and gentlemen that's going to conclude this, the very first, 'Welcome To' edition of Manna Nosh.

This program returns next time via the internet at [www.mannanosh.com](http://www.mannanosh.com) that's [www.mannanosh.com](http://www.mannanosh.com)

This program is also available as a free podcast via iTunes. You can find us in the iTunes store by searching for Manna Nosh.

You've heard from us and we'd love to hear from you our email address is [comments@mannanosh.com](mailto:comments@mannanosh.com)

Manna Nosh is a production of Manna Groups, Inc. and is recorded and produced at the Manna Groups studios located in Dallas Texas.

This is Matt Manna saying thank's for listening and we'll talk to you again next time right here on Manna Nosh.



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