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Joseph Jaffe and Maarten Albarda is raising funds for Z.E.R.O. - Zero paid media as the new marketing model on Kickstarter! A perfect storm is coming that will rock the media world to its core, but there is a way to navigate this change. It's called Z.E.R.O.

[Jaffe Juice: About Joseph Jaffe](#)

Jaffe and Albarda used crowdfunding engine, Kickstarter to fund the book and with \$51,000 raised, Z.E.R.O. is the second most funded business book in the history of Kickstarter.

[FIR Interview: Joseph Jaffe and Maarten Albarda, authors ...](#)

Our position is that a perfect storm is coming, say Joseph Jaffe and Maarten Albarda as an attention-grabbing way to start a discussion about ZERO: Zero Paid Media as the New Marketing Model, the new book by the two authors published by Wiley in October 2013.

[Z.E.R.O. Free Summary by Joseph Jaffe and Maarten Albarda](#)

Jaffe and Albarda offer a well-argued, well-documented exploration of the fragmenting media landscape. They explain the opportunities that digital technologies and social networks offer, and urge you to invest in innovation and to convert your clients to become your advocates and zealots.

[Startups Need To Embrace Zero Paid Media Marketing](#)

The case for zero paid media as the new marketing model was highlighted in a new book, Z.E.R.O. by Joseph Jaffe and Maarten Albarda, both experienced marketers working with new companies, as

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Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book Z.E.R.O.: Zero Paid Media As The New Marketing Model by Joseph Jaffe and Maarten Albarda