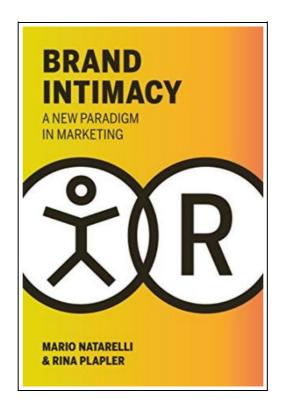
Brand Intimacy (Hardback)



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Reviews

This ebook is wonderful. It typically does not expense too much. You wont really feel monotony at at any time of your own time (that's what catalogs are for relating to should you request me). (*Milan Turner*)

BRAND INTIMACY (HARDBACK)



Hatherleigh Press,U.S., United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. From Patagonia to Apple, Whole Foods to New Balance, we love our favorite products--and, by extension, the companies that provide them. The emotional connections we form with our beloved brands and services are important relationships--relationships that are potentially worth billions. In the fast-paced, constantly-changing world of the modern marketplace, brands must adapt or perish--strategies, methods, and techniques must evolve to remain effective and relevant. Are you using yesterday s thinking for tomorrow s challenges? Brand Intimacy details ways to build better marketing through the cultivation of emotional connections between brand and consumer. The book provides lessons for marketers and business leaders alike who are seeking to understand these ultimate brand relationships and the opportunities they represent. Divided into three sections, Brand Intimacy starts with Context and Understanding. Through research we discovered that people form relationships with brands the same way they develop relationships with other people. This section provides guidance on how to think about complimentary concepts such as loyalty, satisfaction and brand value. We then explore and compare established approaches and methodologies and showcase why intimacy is a compelling new and enhanced opportunity to build your brand or market your business. The second section, Theory and Model reveals and dimensions the brand intimacy model and dissects it into steps to help you better factor it into your marketing approaches or frameworks. Here you will learn the core concepts and components that are essential to build bonds and the role emotion can play to help you achieve greater customer engagement. You can also review the rankings of the best brands in terms of Brand Intimacy. A summary of...

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