

Fans: From Liked to Loved



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(Dr. Isabell Wiza DDS)

FANS: FROM LIKED TO LOVED



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Createspace, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Focus on the 10 who already love your product, the Fans. If you want to understand marketing today, understand Fans. Fans are the influencers. What Fans say about your product is far more important than what your creative agency says. Fans own the brand. When your brand manager goes to sleep, Fans stay up to the early hours, building, creating and sharing. Fans are passionate. They love the brand. Fans aren't 2 or 3 times more influential than the average customer, this book will show you how Fans are up to 1000 times more influential. Starbucks, Apple and Monster Energy all leverage their Fans. Shouldn't you be thinking about Fans too? If people like your brand today, you might as well be invisible. In this book, authors Graham Brown and Ghani Kunto from the Youth Marketing Academy deliver an overview of how Fans are irrevocably changing the face of marketing from a game of being liked to being loved. With case studies and trends, Brown and Kunto delve into the Interest Economy, providing technologists, marketers and social scientists alike with a better insight into the world of Fans. If you don't know who your Fans are, you have only customers.



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